

Bespoke Survey Research

April 2024

Streaming Video Survey

Volume 44 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: NFLX, DIS, T, CMCSA.

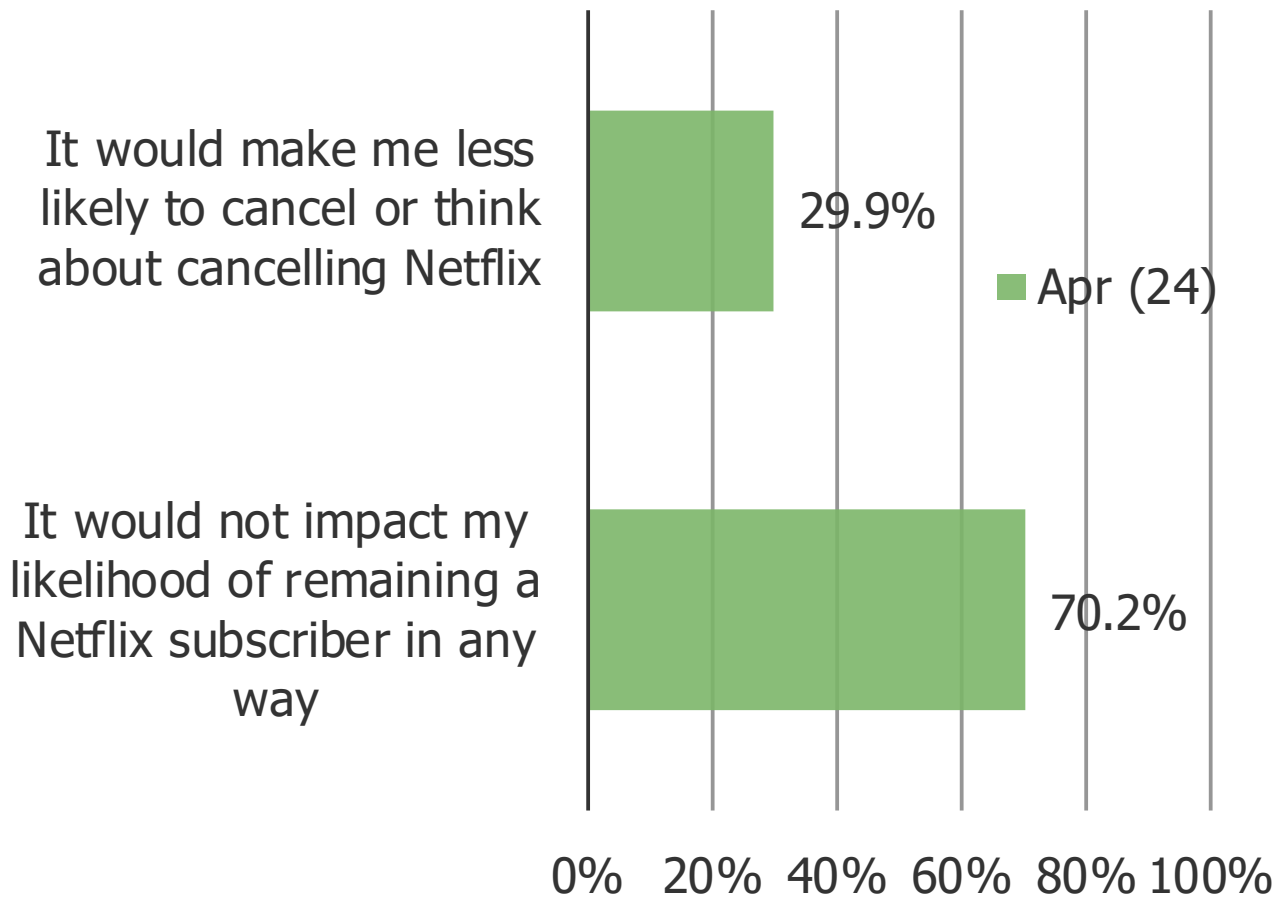
KPIs and Key questions

- Roughly 30% of Netflix subscribers indicated that they would be less likely to cancel Netflix if Netflix started offering more live sporting events on its platform.
- Around 4% of non-Netflix subscribers noted that they would definitely sign up for Netflix if they had live sports.
- Across the broader population, there is interest in the Mike Tyson vs. Jake Paul boxing match.
- Awareness of Netflix's ad supported tier continues to grow with each wave we run. We see a similar trend with Disney+. Mix of subscribers has been shifting toward the ad-supported tier over time.
- The amount that consumers think is appropriate to spend on streaming video services in total per month has increased q/q (currently at ~\$37 per month). That said, this amount has been holding relatively consistent for a number of waves.
- Satisfaction with Netflix remains robust overall.
- Account sharing continues to decline, especially when it comes to sharing with people who don't live in the same household.
- The price point selected for Netflix's ad-supported tier continues to test very well (most offer a similar price point for what they would view as a bargain – a great value for the money).
- Consumers on the Netflix Standard With Ads plan continue to offer feedback suggesting they think the content, speed/reliability, and video quality are all in-line to better than what they expected.
- The number of streaming video services that consumers feel is appropriate to pay for at the same time peaked in July of 2023. Current results are flat y/y.
- The share of consumers who own a smart TV has increased considerably throughout the history of our survey, reaching a new series high this quarter.
- Netflix subscribers continue to be decreasingly likely to view competition as a replacement for Netflix.

NEW QUESTIONS

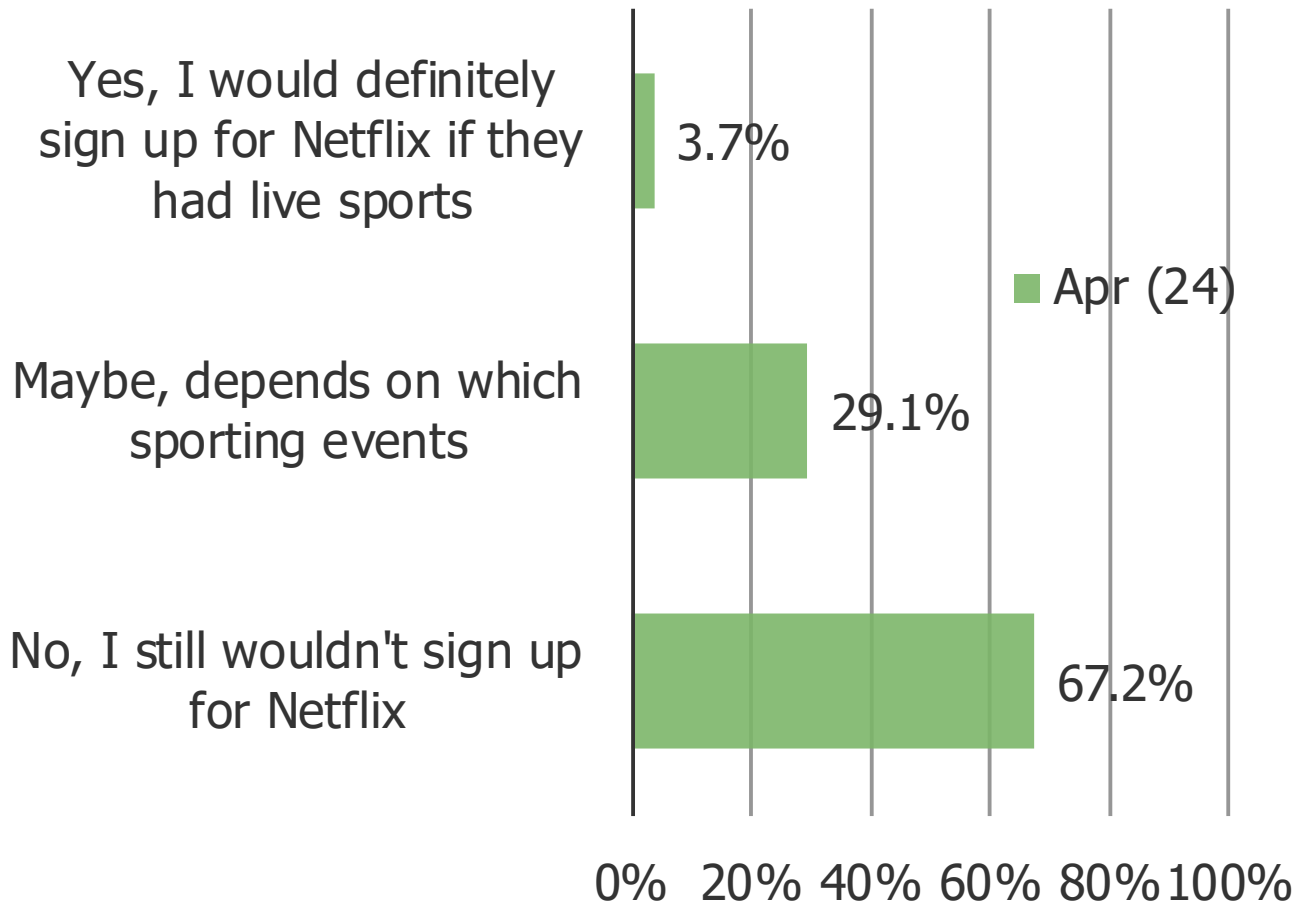
YOU MENTIONED YOU ARE A NETFLIX SUBSCRIBER. IF NETFLIX STARTED OFFERING MORE LIVE SPORTS EVENTS ON NETFLIX, WHICH BEST DESCRIBES YOU...

Posed to respondents who are Netflix subscribers.



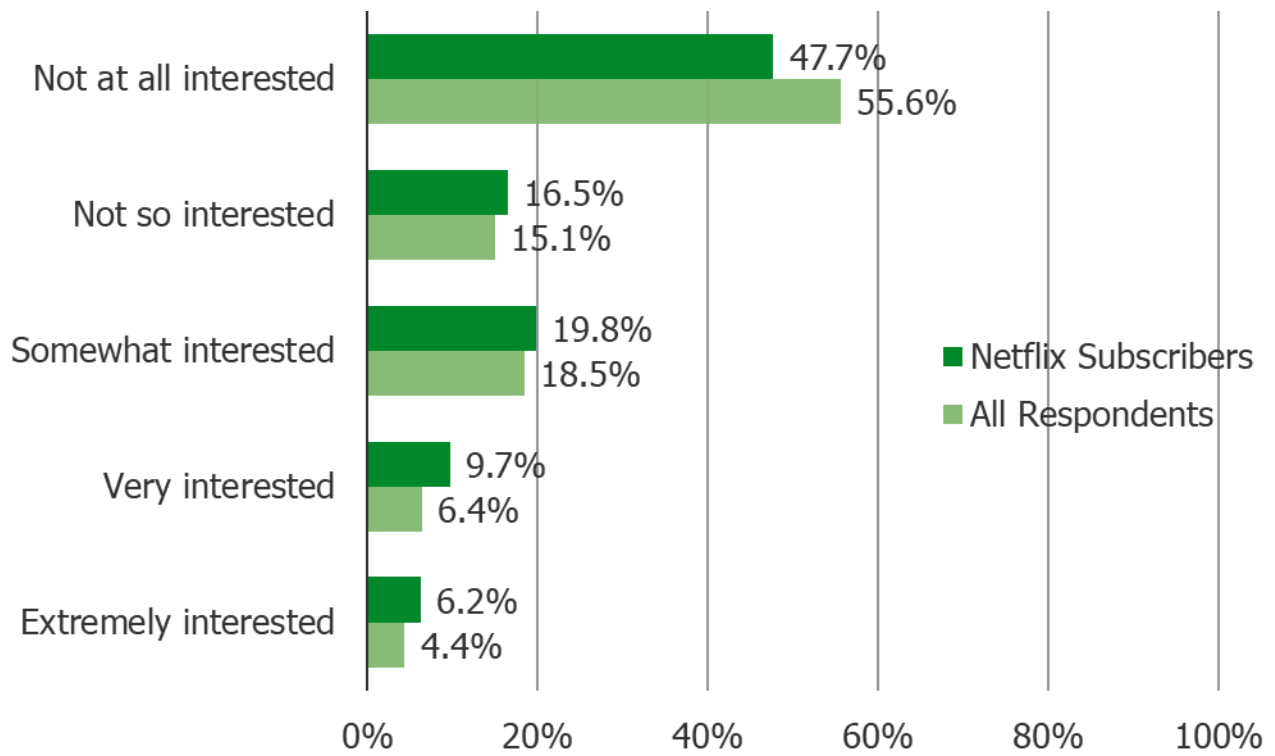
YOU MENTIONED THAT YOU ARE NOT A NETFLIX SUBSCRIBER. IF NETFLIX STARTED OFFERING MORE LIVE SPORTING EVENTS AS PART OF THEIR SUBSCRIPTION, WOULD THAT COMPEL YOU TO SIGN UP FOR NETFLIX?

Posed to respondents who are NOT Netflix subscribers.



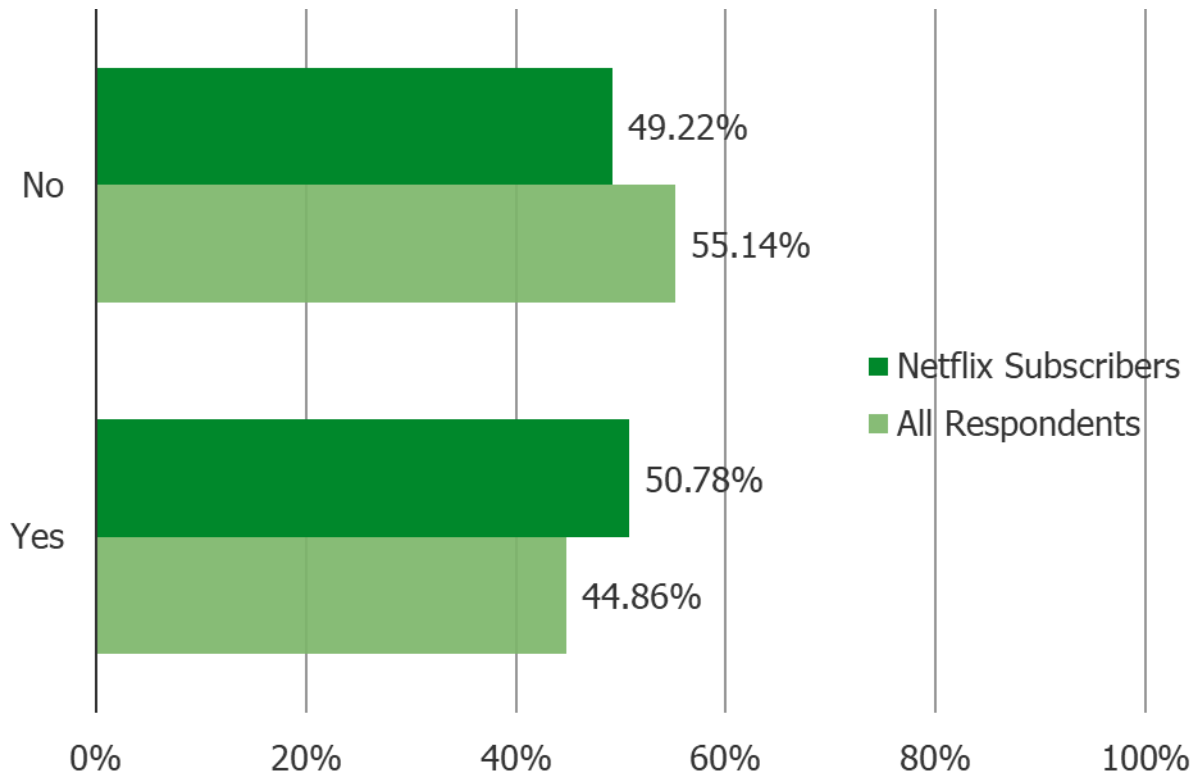
HOW MUCH INTEREST DO YOU TYPICALLY HAVE IN WATCHING HIGH PROFILE BOXING MATCHES?

Posed to all respondents.



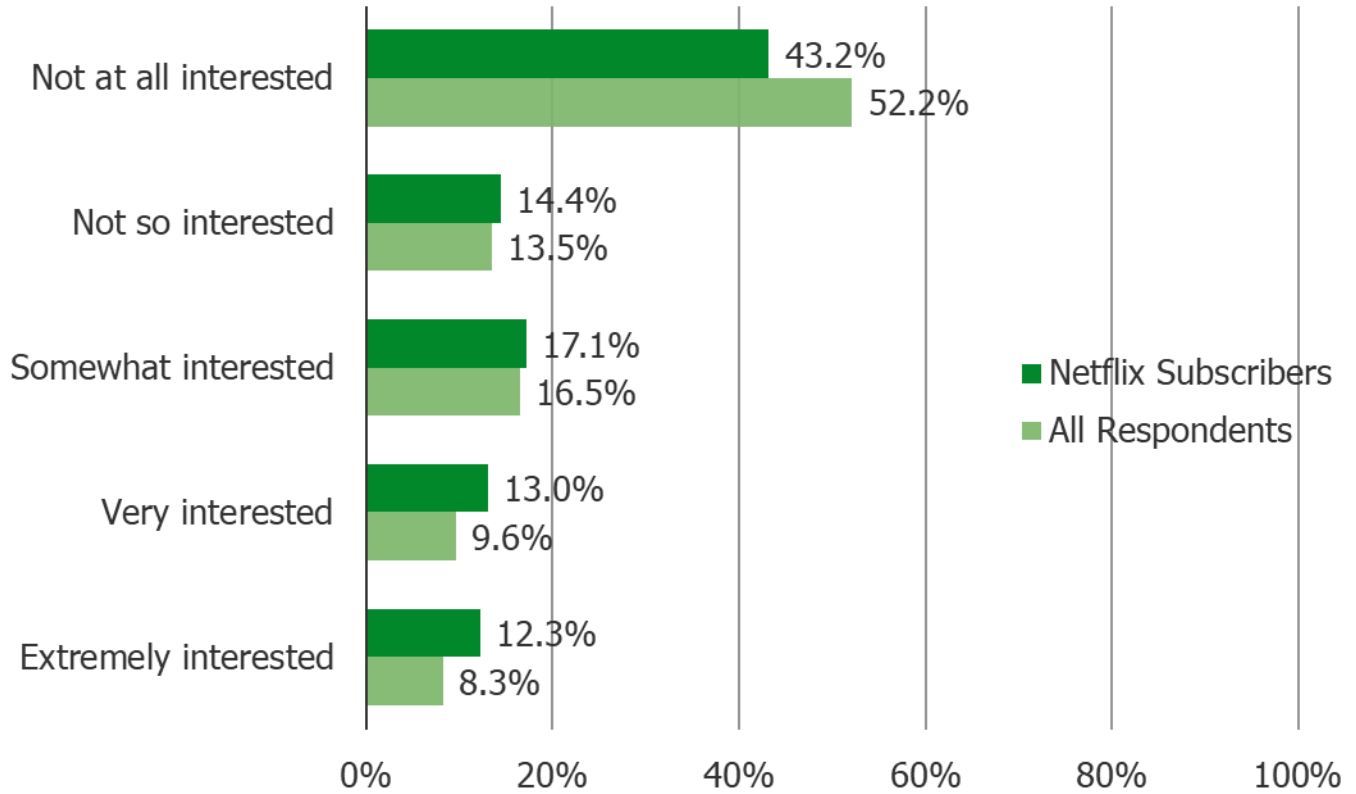
DID YOU KNOW THAT MIKE TYSON AND JAKE PAUL WILL BE FIGHTING IN A BOXING MATCH ON JULY 20TH OF THIS YEAR?

Posed to all respondents.



THE MIKE TYSON VS. JAKE PAUL BOXING MATCH WILL BE AVAILABLE ON NETFLIX ON JULY 20TH OF THIS YEAR. HOW MUCH INTEREST DO YOU HAVE IN THE FIGHT IN GENERAL?

Posed to all respondents.



- Because I don't anything about it
- Because I don't like sports
- Because Jake Paul is an idiot that will either lose real bad to a legend or be handicapped to lose because Mike Tyson has overprotective supporters.
- Because JP is a moron
- Because of the fight by Tyson
- Because Tyson is to old
- Both are past their prime
- Both are famous people I know
- Both should stay retired
- Boxing Fan
- Boxing has been horrible for many years and Mike Tyson is too old to fight
- Boxing is a terrible sport
- Boxing sucks
- CTE is terrible
- Curiosity mostly, Tyson hasn't fought in years.
- do not have any interest in boxing or mma of any type
- do not like boxing
- do not like boxing
- Do not like boxing.
- do not watch
- don' care to watch boxing

THE MIKE TYSON VS. JAKE PAUL BOXING MATCH WILL BE AVAILABLE ON NETFLIX ON JULY 20TH OF THIS YEAR.HOW MUCH INTEREST DO YOU HAVE IN THE FIGHT IN GENERAL?

Posed to all respondents.

Don't like boxing
Don't like boxing, it's barbaric.
Don't like Jake Paul
Don't like sports
Don't like sports!
don't watch any boxing.
Don't !@\$%^ care about boxing.
dont care
dont care
Dont care
Don't care for boxing
Don't care for boxing.
don't care. I live my own life and don't spend my time worrying about what others are doing.
Don't like boxiing
dont like boxing
Don't like boxing
Don't like boxing
Don't like boxing
dont like it
Don't watch these shows
Fake fight. No winner. Cash grab
Good fight
Hate boxing
hate it
I am not A fan of boxing
I am not interested in boxing in general
I am not interested in boxing.
I can't stand Jake Paul
I do not follow boxing.
i do not watch boxing
I do not watch boxing.
I don;t watch sports
I don't enjoy watching people hit each other
I don't know
I don't like boxing
I don't like Jake Paul
I don't like to watch fight
I don't watch sports
I don't watch boxing. It doesn't interest me.
i don't care
I Don't Care For Boxing
I don't enjoy boxing at all.
I don't enjoy sports.
I don't follow sports at all and don't care about boxing
I don't have Netflix
I don't like boxing
I don't like boxing
I don't like boxing
i dont like boxing or jake paul
?

THE MIKE TYSON VS. JAKE PAUL BOXING MATCH WILL BE AVAILABLE ON NETFLIX ON JULY 20TH OF THIS YEAR. HOW MUCH INTEREST DO YOU HAVE IN THE FIGHT IN GENERAL?

Posed to all respondents.

- It's Mike Tyson
- It's not going anywhere whatever the results.
- It's only going to go one round
- Jake Paul is probably going to get beat up and I want to watch that happen.
- Just curious to see who would win
- Love mike Tyson
- Love Mike Tyson in his prime, a little nostalgia there
- Love Tyson
- Mike Tyson Bit off A Black Fighters Ear. How Could 'e Possibly Have Another Professional Fight? How Many are Still TRAUMATIZED? Gross 'Man'.
- Mike Tyson fighting would be entertaining
- Mike Tyson is a convicted and unrepentant rapist!
- Mike Tyson is a jerk.
- Mike Tyson is a living legend.
- Mike Tyson is getting to old!
- Mike Tyson is washed up
- Never really interested in boxing
- Not a boxing fan
- Not a boxing fan
- Not a fan of either the two people
- not for me
- Not interested
- not interested in boxing
- Not interested in boxing
- Not into boxing
- Not into boxing
- not like boxing
- not my cup of tea
- Not my interest
- Not my type
- Not something I'm interested
- Not sure
- Seeing Jake Paul get his shit rocked is gonna be so funny
- sounds bad
- Sports do not interest me. They just don't.
- Stupid sport
- The boxing equivilent to another box office sequel. Where is the new talent? Who is the NEXT Mike Tyson?
- The fetishization of violence disgusts me.
- The glory days of boxing is over. And Mike Tyson probably is just a shadow of his former self. He must be around 60.
- This is just stupid
- Tired of boxing
- To see Jake Paul get destroyed on live
- To watch Tyson beat him to a pulp
- Two celebrities are fighting and I haven't seen Mike Tyson fight since I was young
- Tyson is almost 60, the fight won't prove anything
- Violence
- Violent
- Wanna see Mike fight again even if it's fixed
- Why fight?
- Why should anyone care when biden is ruining America?

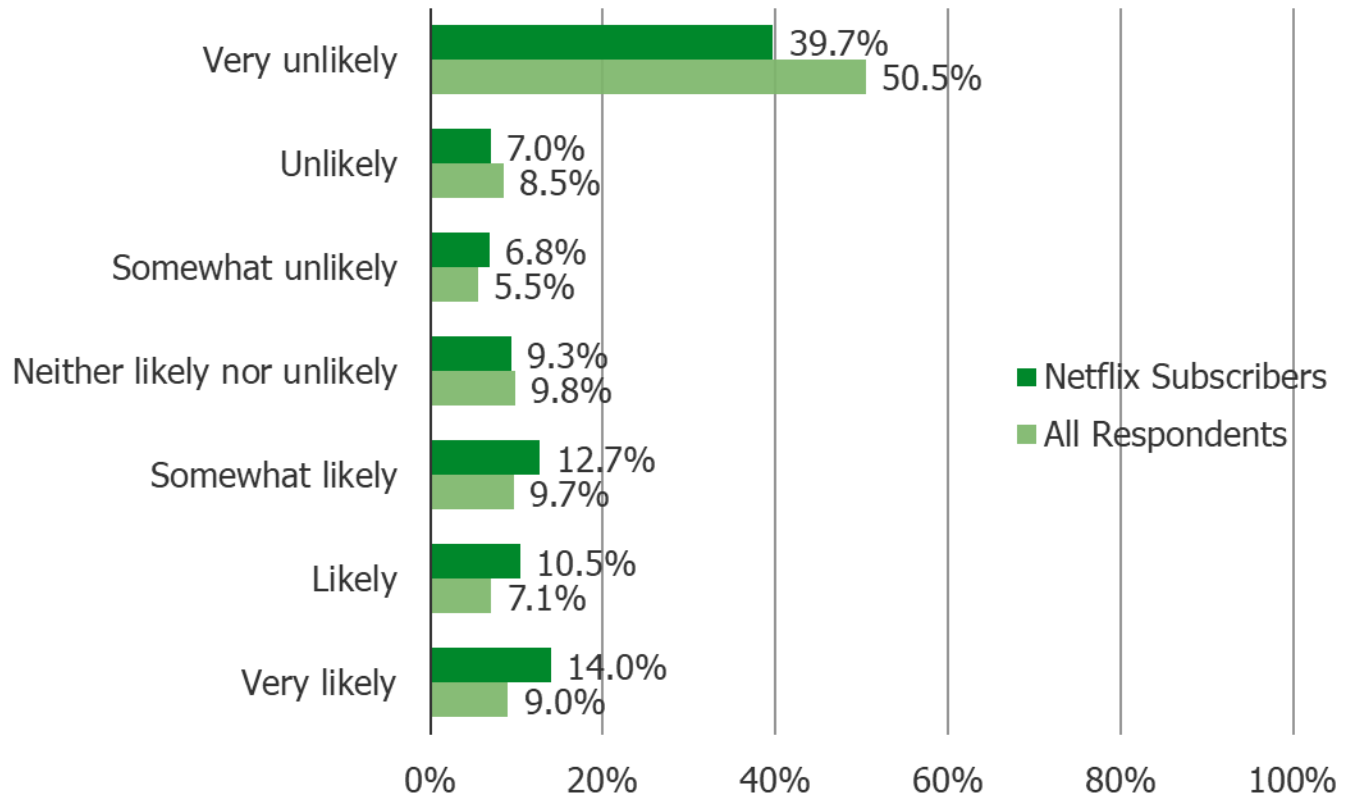
THE MIKE TYSON VS. JAKE PAUL BOXING MATCH WILL BE AVAILABLE ON NETFLIX ON JULY 20TH OF THIS YEAR.HOW MUCH INTEREST DO YOU HAVE IN THE FIGHT IN GENERAL?

Optional Comments: Continued

- It's not going anywhere whatever the results.
- It's only going to go one round
- Jake Paul is probably going to get beat up and I want to watch that happen.
- Just curious to see who would win
- Love mike Tyson
- Love Mike Tyson in his prime, a little nostalgia there
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- Mike Tyson is a jerk.
- Mike Tyson is a living legend.
- Mike Tyson is getting to old!
- Mike Tyson is washed up
- Never really interested in boxing
- No comment
- no interest in sports
- None
- None
- Not a boxing fan
- Not a boxing fan
- Not a fan of either the two people
- not for me
- Not interested
- not interested in boxing
- not like boxing
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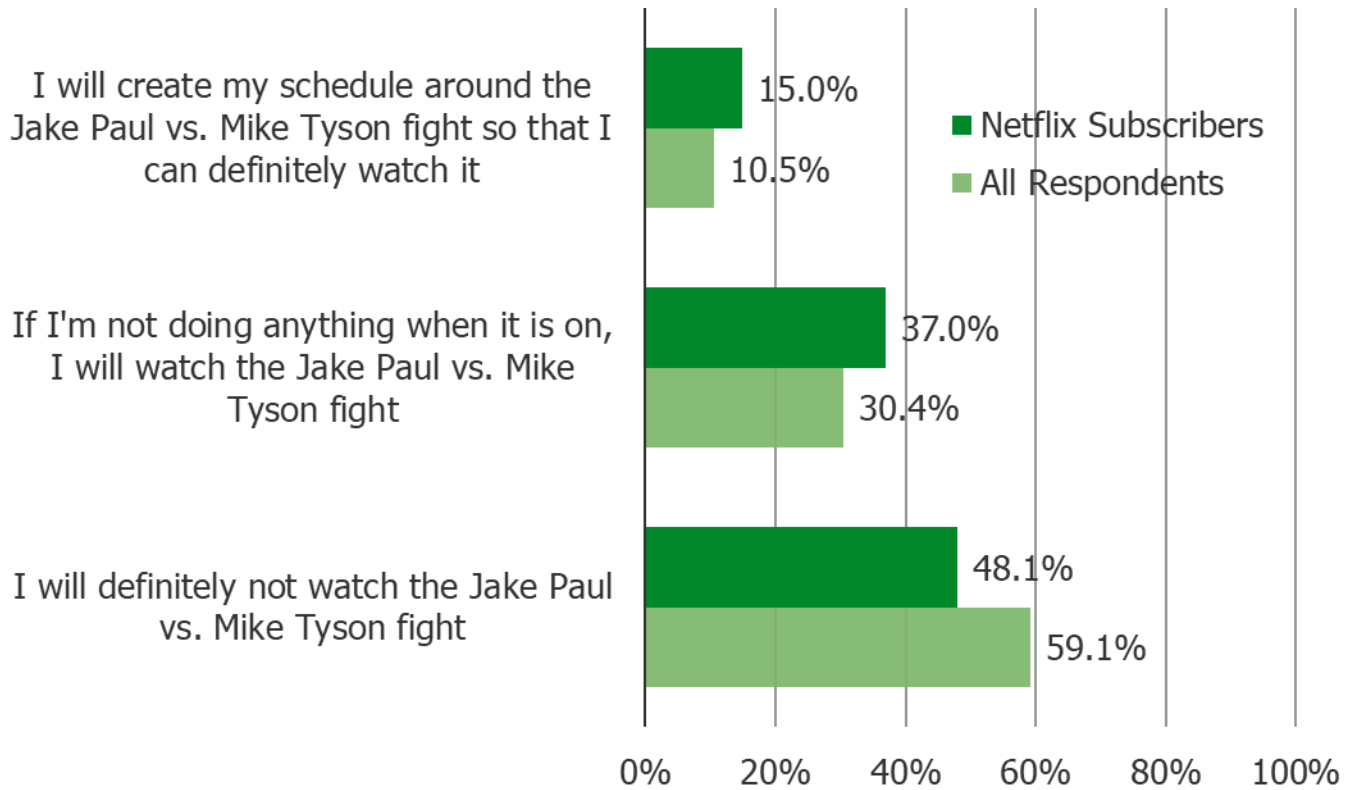
THE MIKE TYSON VS. JAKE PAUL BOXING MATCH WILL BE AVAILABLE ON NETFLIX ON JULY 20TH OF THIS YEAR. HOW LIKELY ARE YOU TO WATCH THE JAKE PAUL VS. MIKE TYSON BOXING MATCH ON JULY 20TH, 2024 ON NETFLIX?

Posed to all respondents.



THE JAKE PAUL VS. MIKE TYSON BOXING MATCH WILL BE ON JULY 20TH OF THIS YEAR. WHICH OF THE FOLLOWING BEST DESCRIBES YOU...

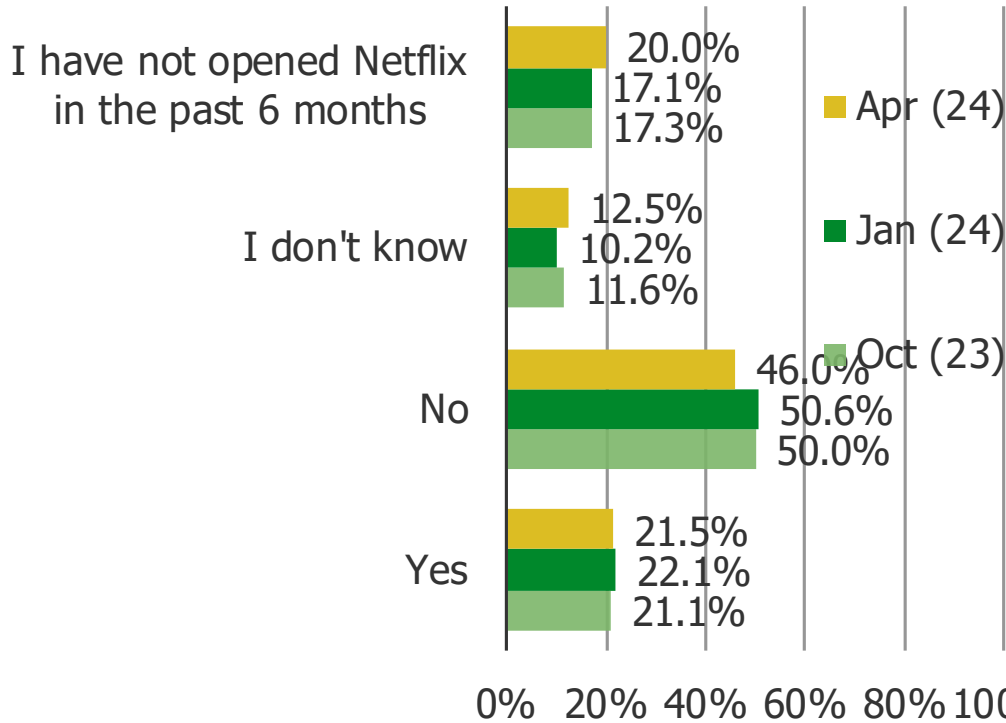
Posed to all respondents.



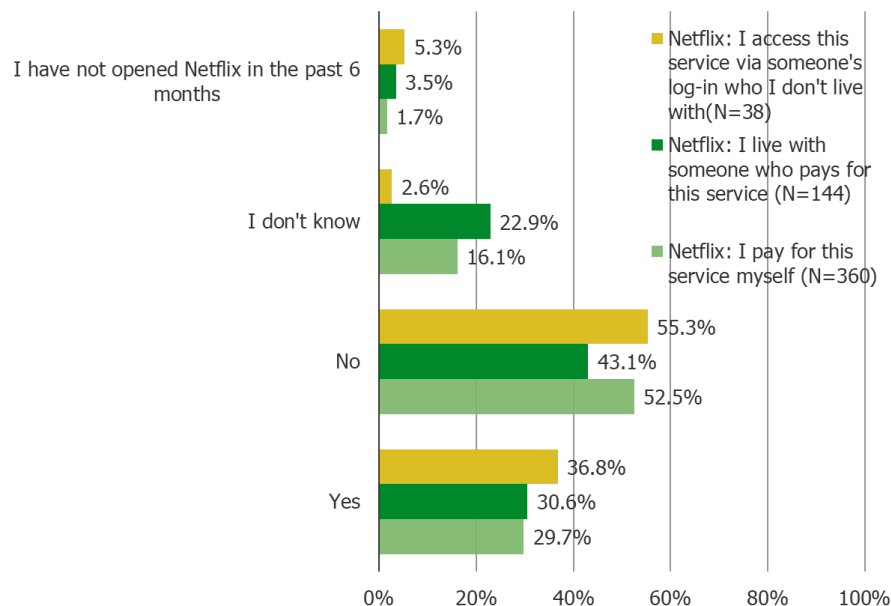
RE-AUTHENTICATING NETFLIX

HAVE YOU EVER BEEN FORCED TO ENTER A CODE TO RE-AUTHENTICATE IN THE NETFLIX APP ON ANY DEVICE YOU USE TO WATCH NETFLIX DURING THE PAST 6 MONTHS?(I.E., HAVE YOU BEEN FORCED TO RETRIEVE AND ENTER A CODE SENT TO THE EMAIL ADDRESS OR MOBILE NUMBER ASSOCIATED WITH THE NETFLIX ACCOUNT YOU ACCESS)

Posed to respondents who watch Netflix...

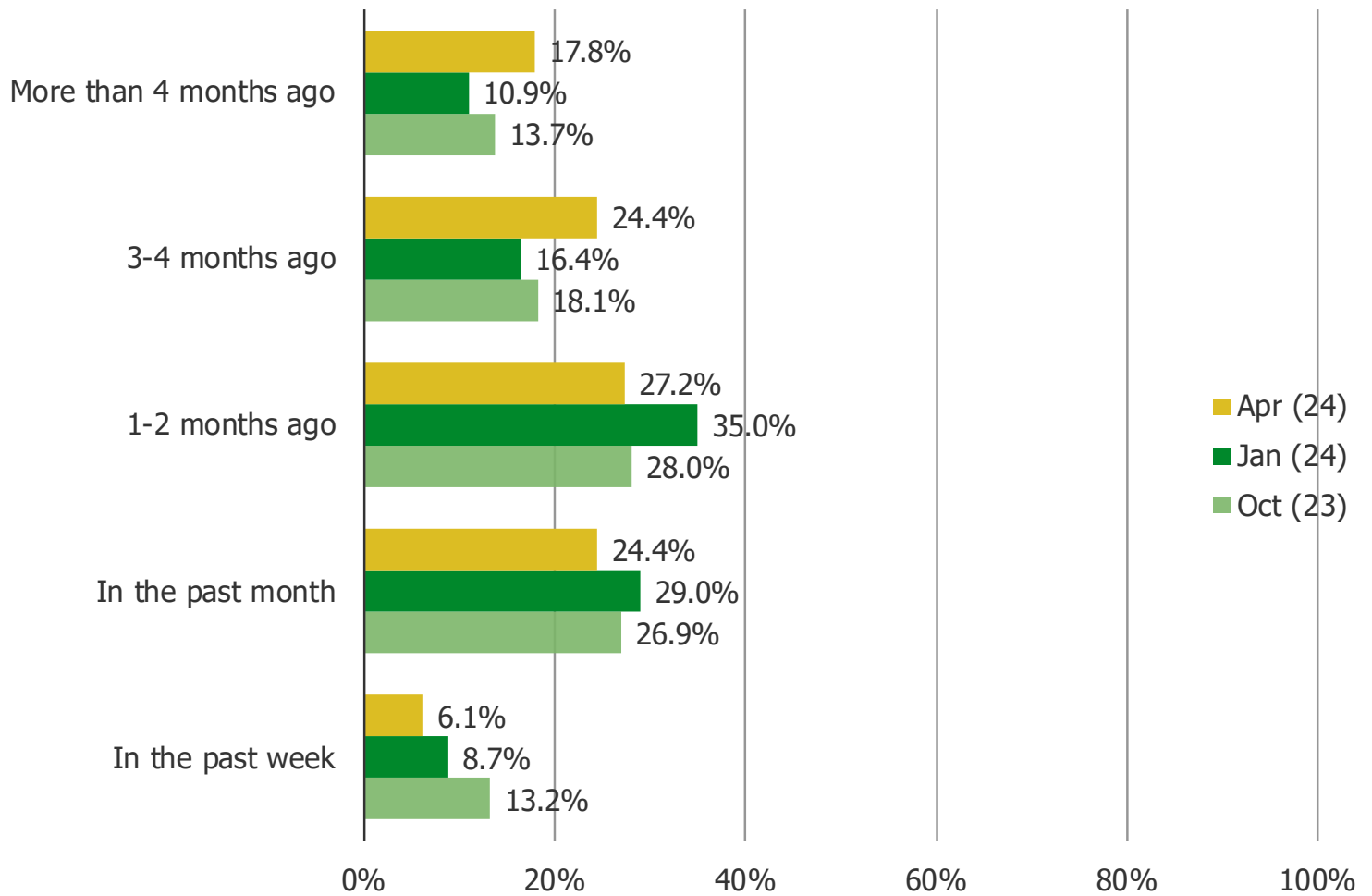


Posed to respondents who watch Netflix, cross-tabbed by how they access Netflix...



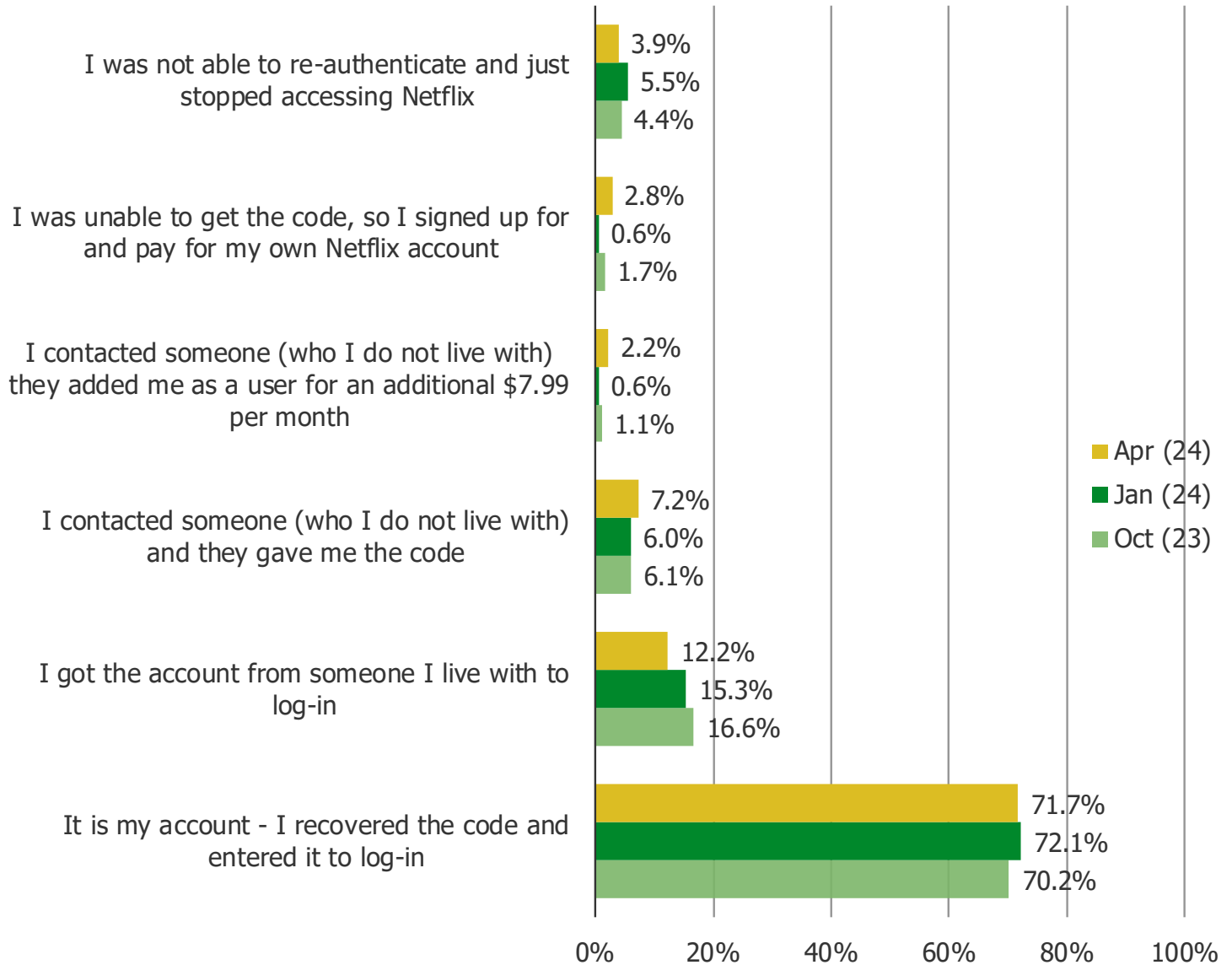
WHEN WERE YOU MOST RECENTLY FORCED TO RE-AUTHENTICATE TO GET INTO NETFLIX?

Posed to respondents who were asked to re-authenticate to access Netflix (N = 180).



WHEN ASKED TO RE-AUTHENTICATE TO GET INTO NETFLIX, WHAT DID YOU DO? PLEASE READ THE BELOW RESPONSES VERY CAREFULLY AND CHOOSE WHICH YOU DID.

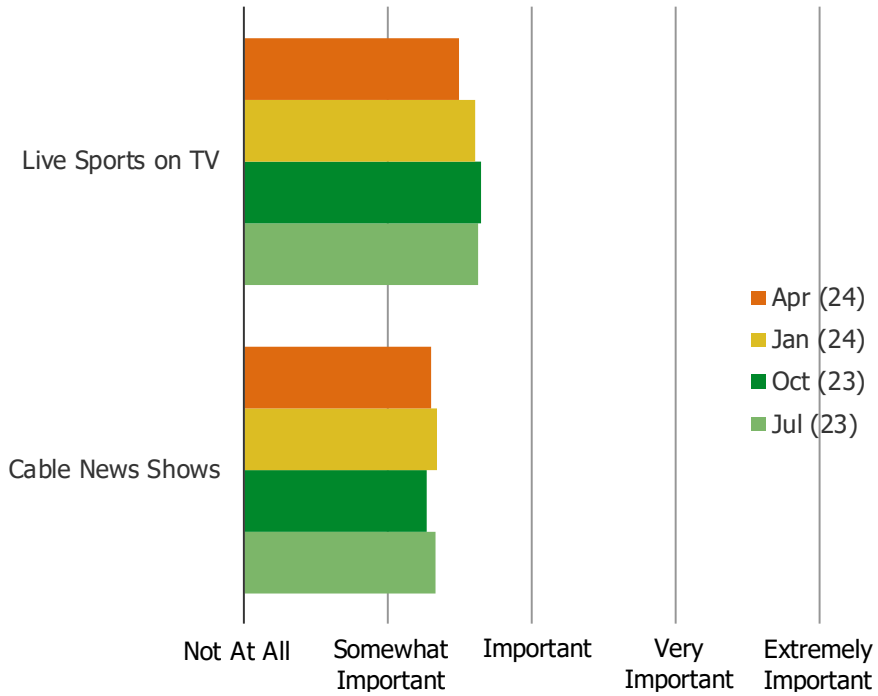
Posed to all respondents who watch movies and/or TV shows through any medium including streaming video providers and were asked to re-authenticate (N = 180).



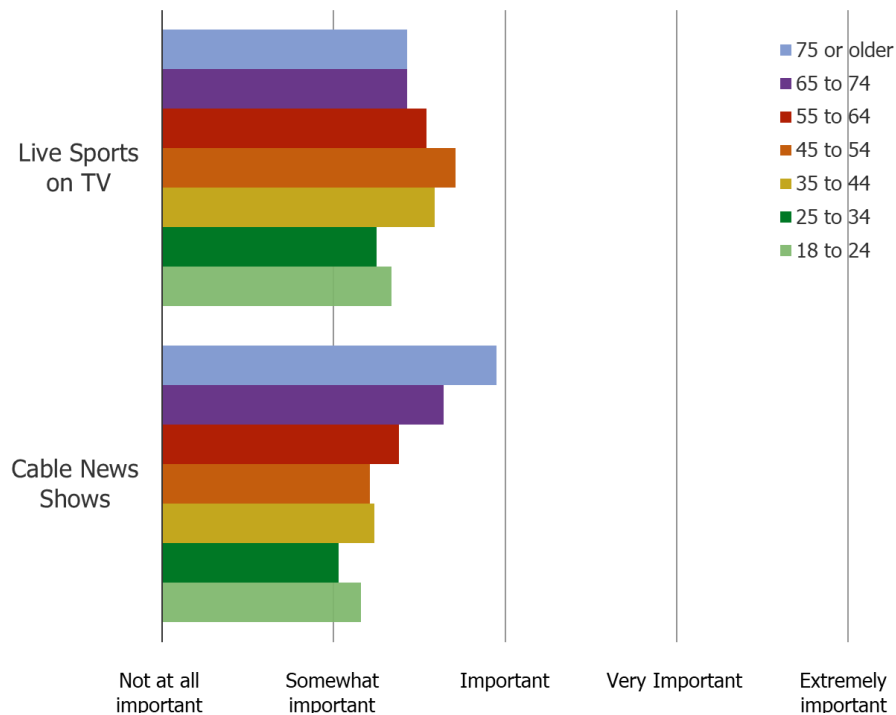
CABLE TV PERSONALITIES AND LIVE SPORTS/EVENTS

HOW IMPORTANT ARE THE FOLLOWING TO YOU...

Posed to all respondents.



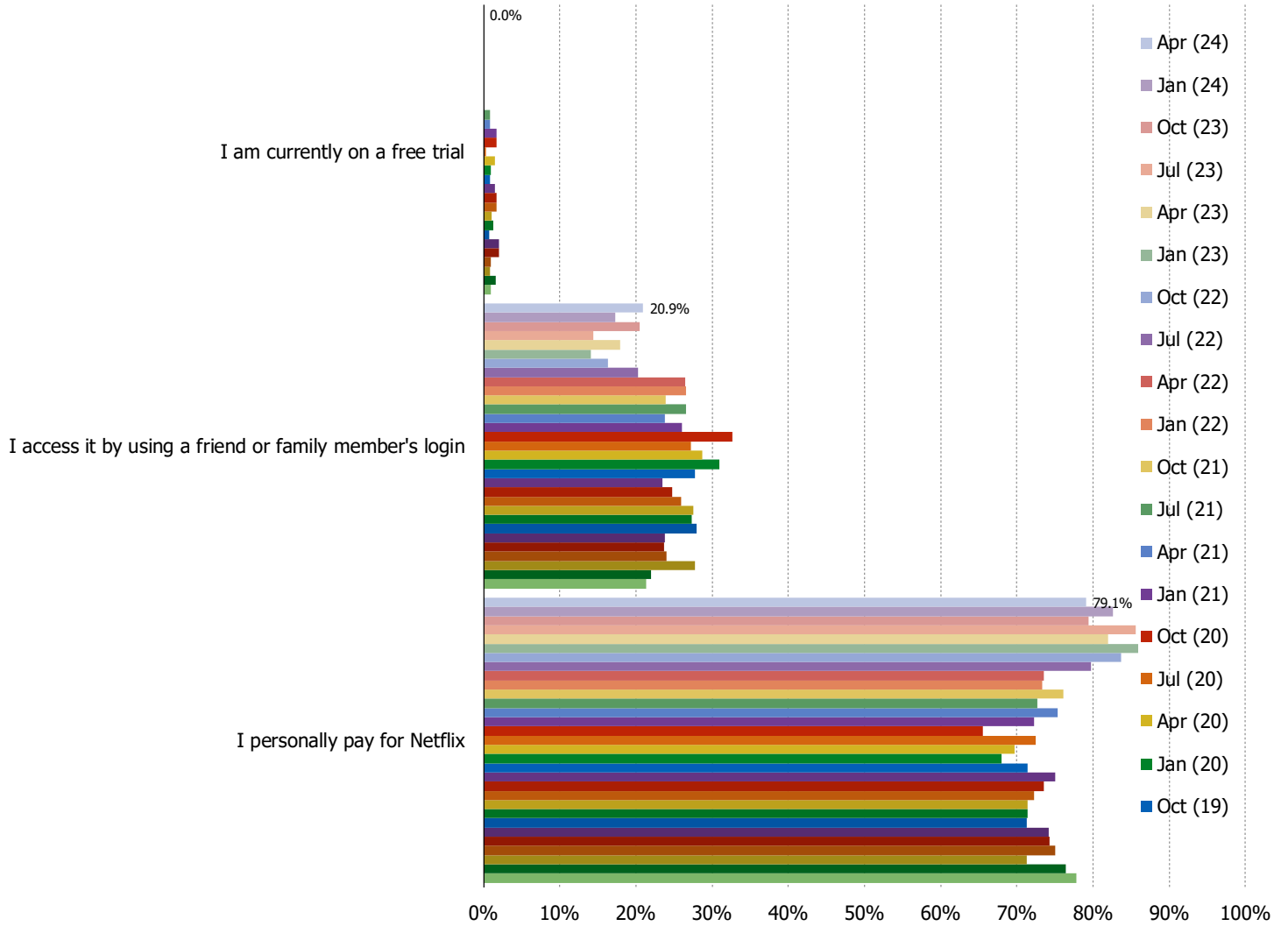
Cross-Tab (Weighted Averages)



NFLX ACCOUNT SHARING

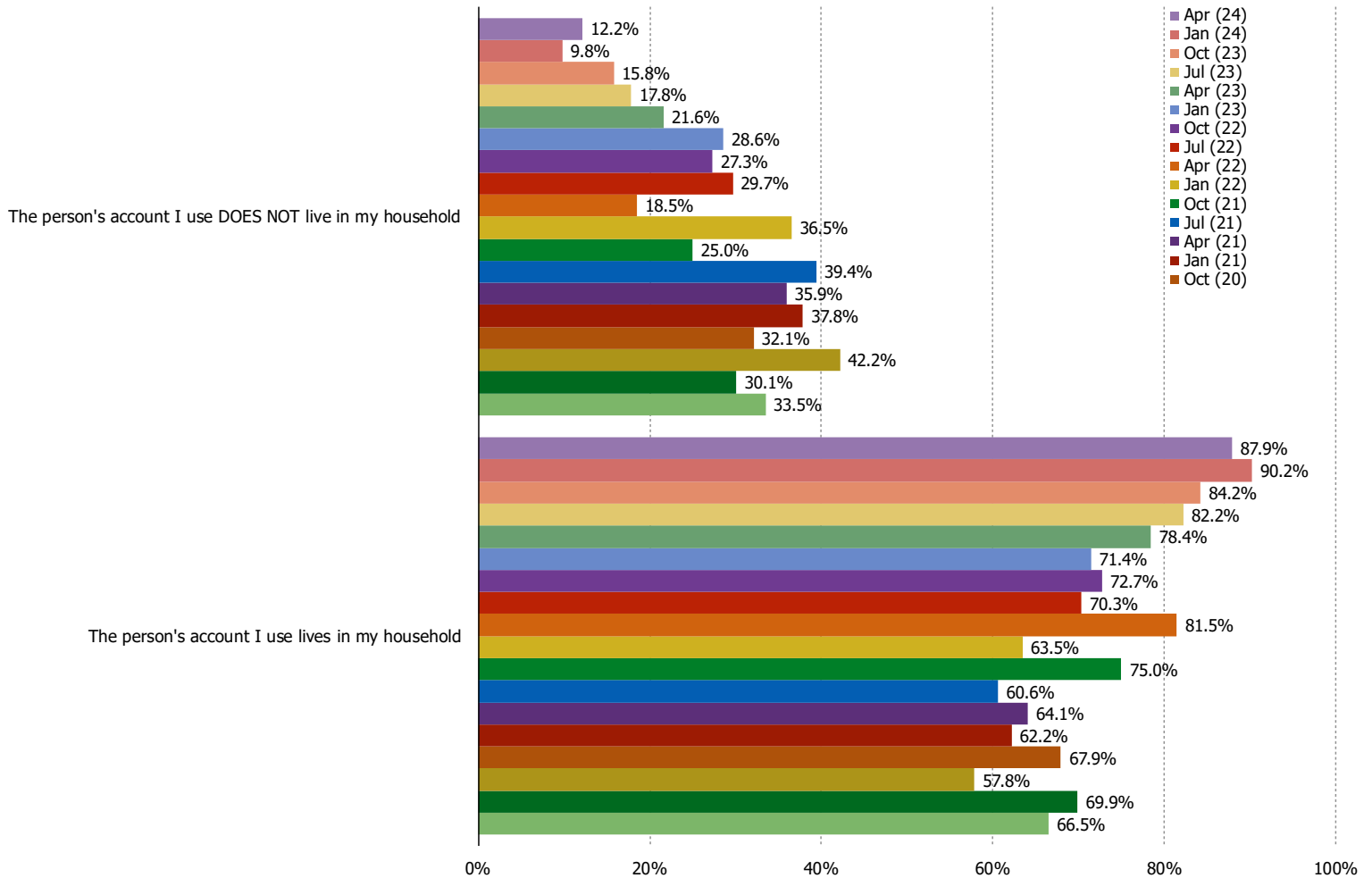
DO YOU SHARE A PASSWORD WITH SOMEONE WHO LIVES IN YOUR HOUSEHOLD, OR SOMEONE WHO DOES NOT LIVE IN YOUR HOUSEHOLD?

Posed to Netflix subscribers.



DO YOU SHARE A PASSWORD WITH SOMEONE WHO LIVES IN YOUR HOUSEHOLD, OR SOMEONE WHO DOES NOT LIVE IN YOUR HOUSEHOLD?

Posed to Netflix subscribers who access it by using a family or friend's login (31% of subscribers).



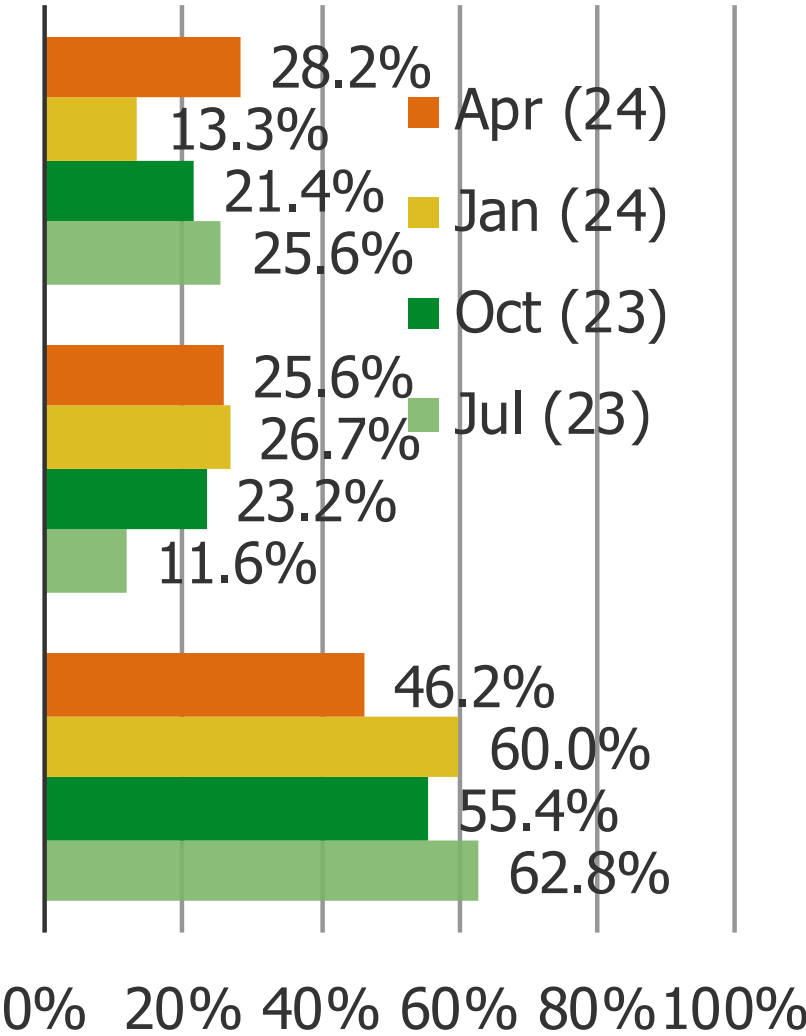
HAVE YOU HAD ANY TROUBLE ACCESSING THE PERSON'S NETFLIX ACCOUNT WHO YOU TYPICALLY USE?

Posed to respondents who said they access someone else's account who they do not live with (N = 39)

I haven't tried to use the account in the past month

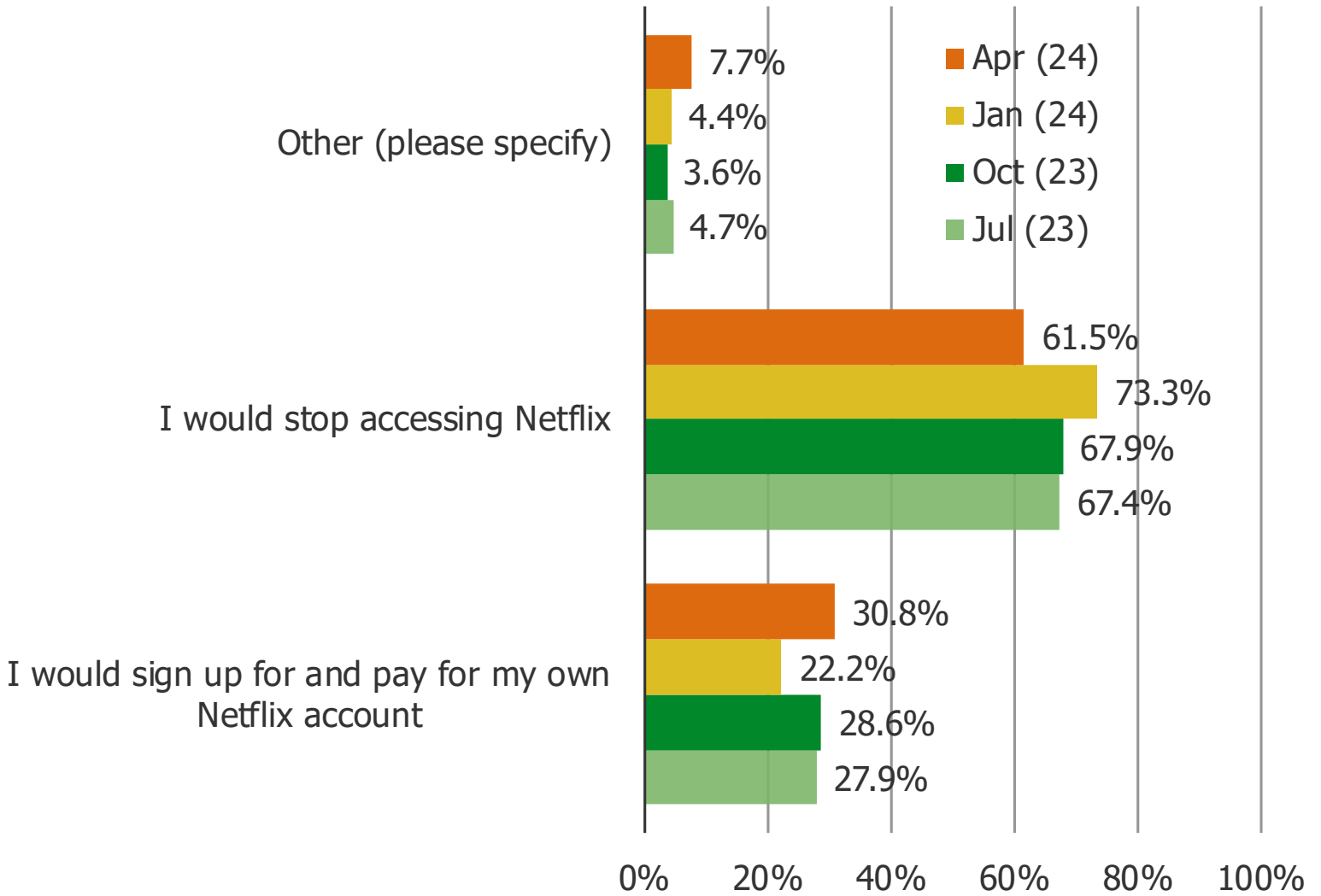
I have had trouble using the account in the past month

I have used the account in the past month with no issue



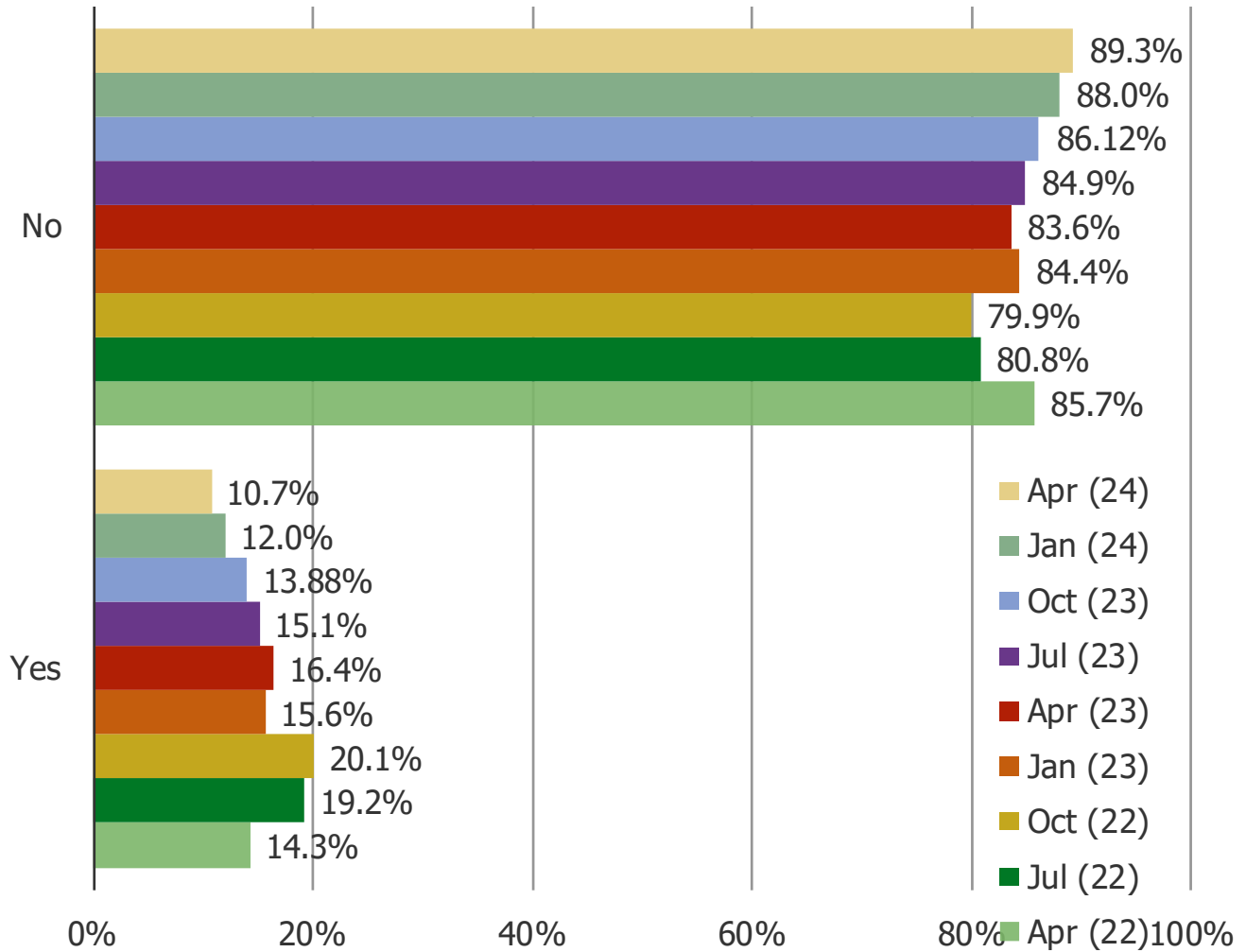
WHICH OF THE FOLLOWING WOULD YOU DO IF NETFLIX NO LONGER ALLOWED THE PERSON WHOSE ACCOUNT YOU ACCESS TO SHARE THEIR NETFLIX ACCOUNT WITH YOU FOR FREE

Posed to respondents who said they access someone else's account who they do not live with (N = 39)



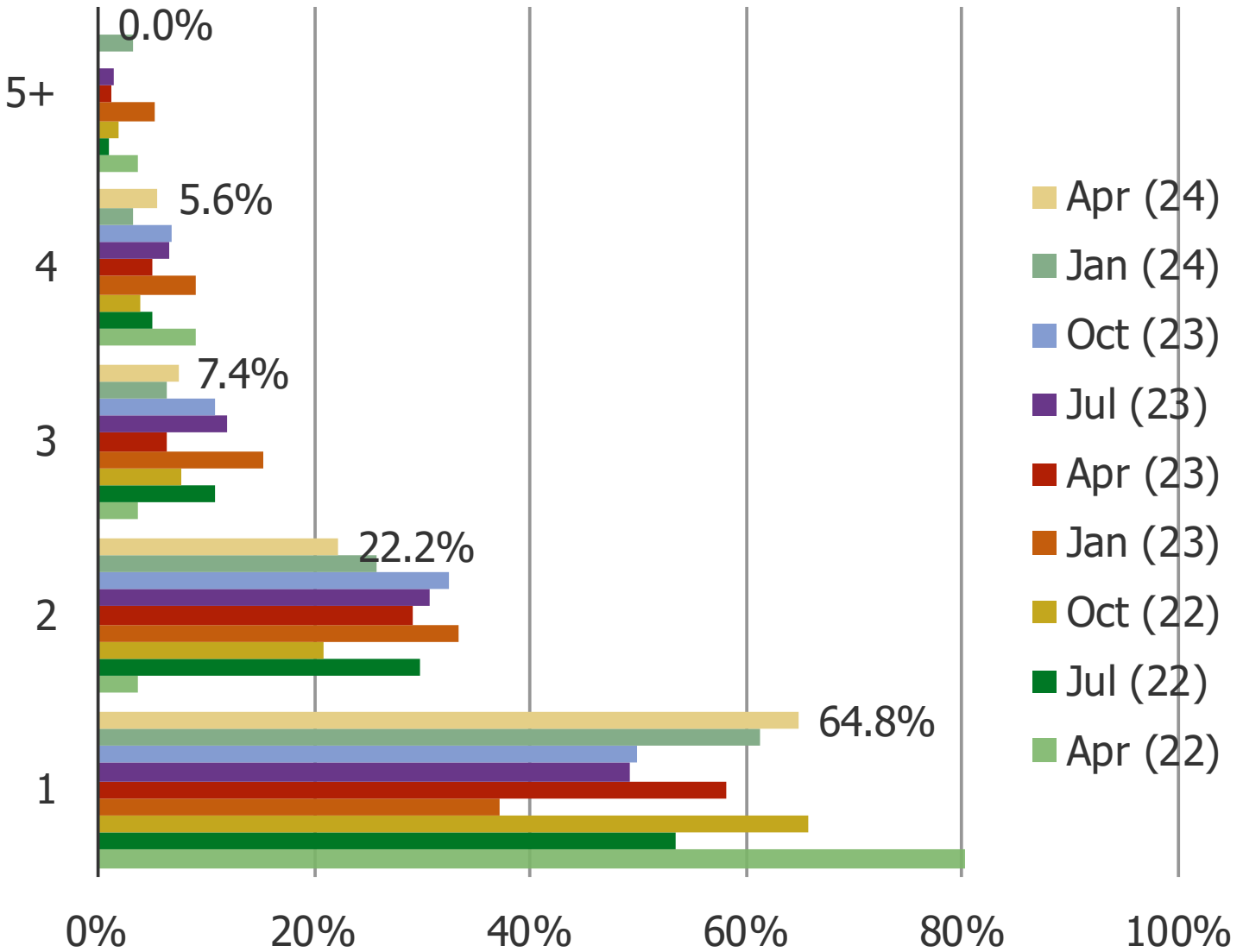
DO YOU LET ANYONE LIVING OUTSIDE OF YOUR HOUSEHOLD USE YOUR NETFLIX ACCOUNT?

Posed to all respondents who pay for Netflix or lives with someone who pays for Netflix (N=504).



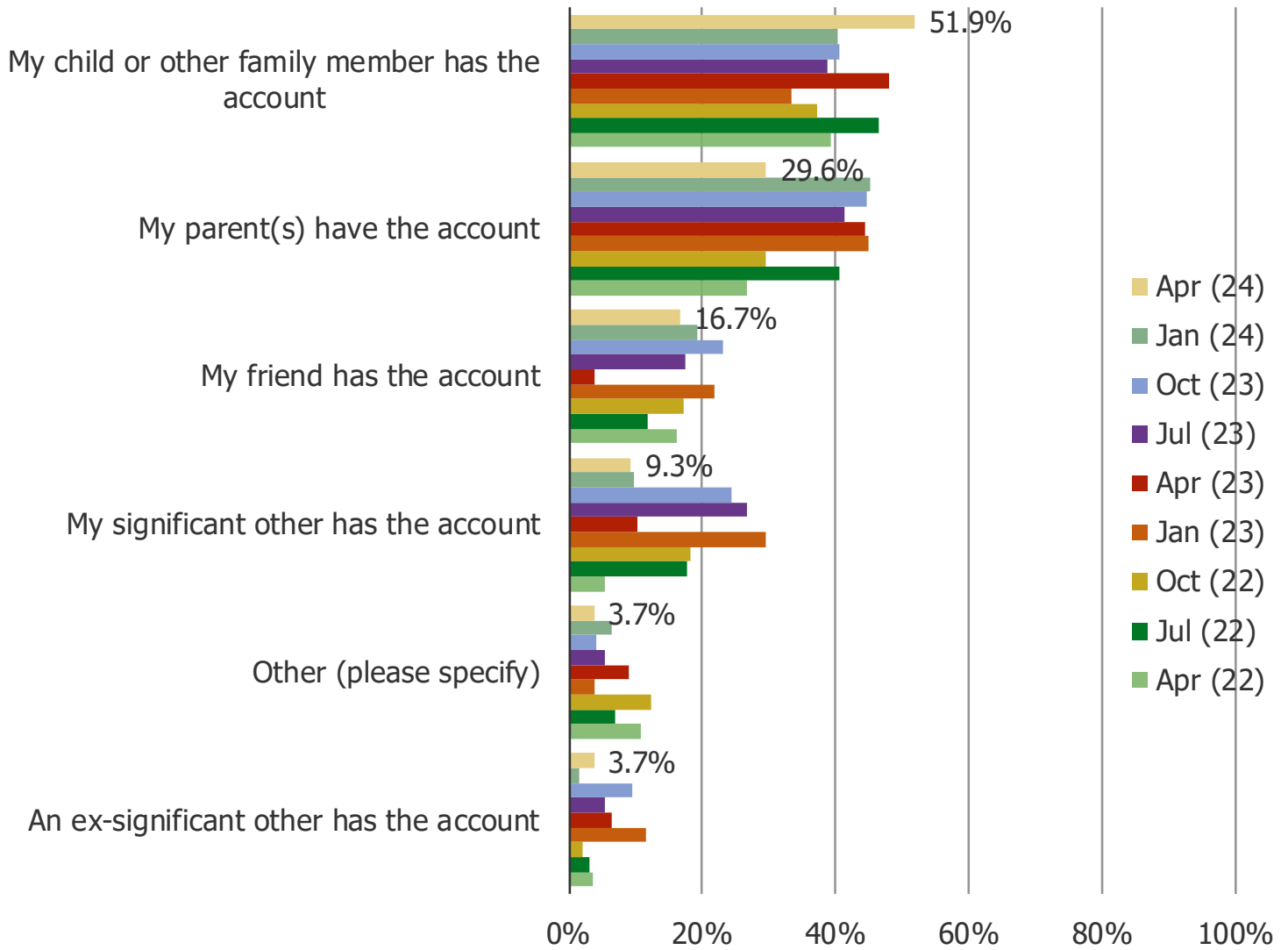
HOW MANY PEOPLE WHO LIVE OUTSIDE OF YOUR HOUSEHOLD DO YOU LET USE YOUR NETFLIX ACCOUNT?

Posed to all respondents who pay for Netflix and let people outside of their house use their log-in (N = 54)



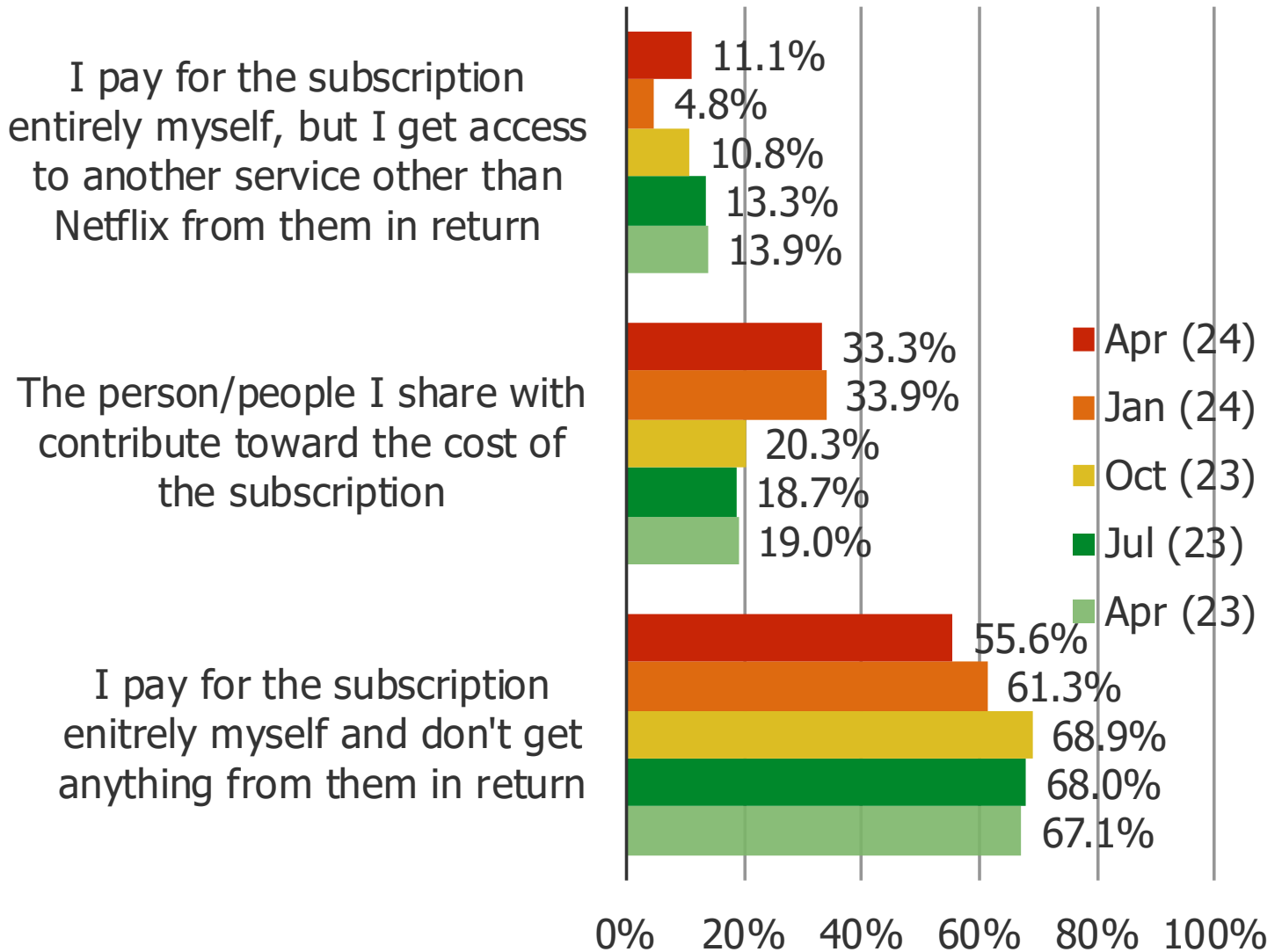
WHAT IS YOUR RELATION TO THE PERSON WHOSE NETFLIX ACCOUNT YOU ACCESS?

Posed to respondents who access someone’s Netflix account who they do not live with (N =54).



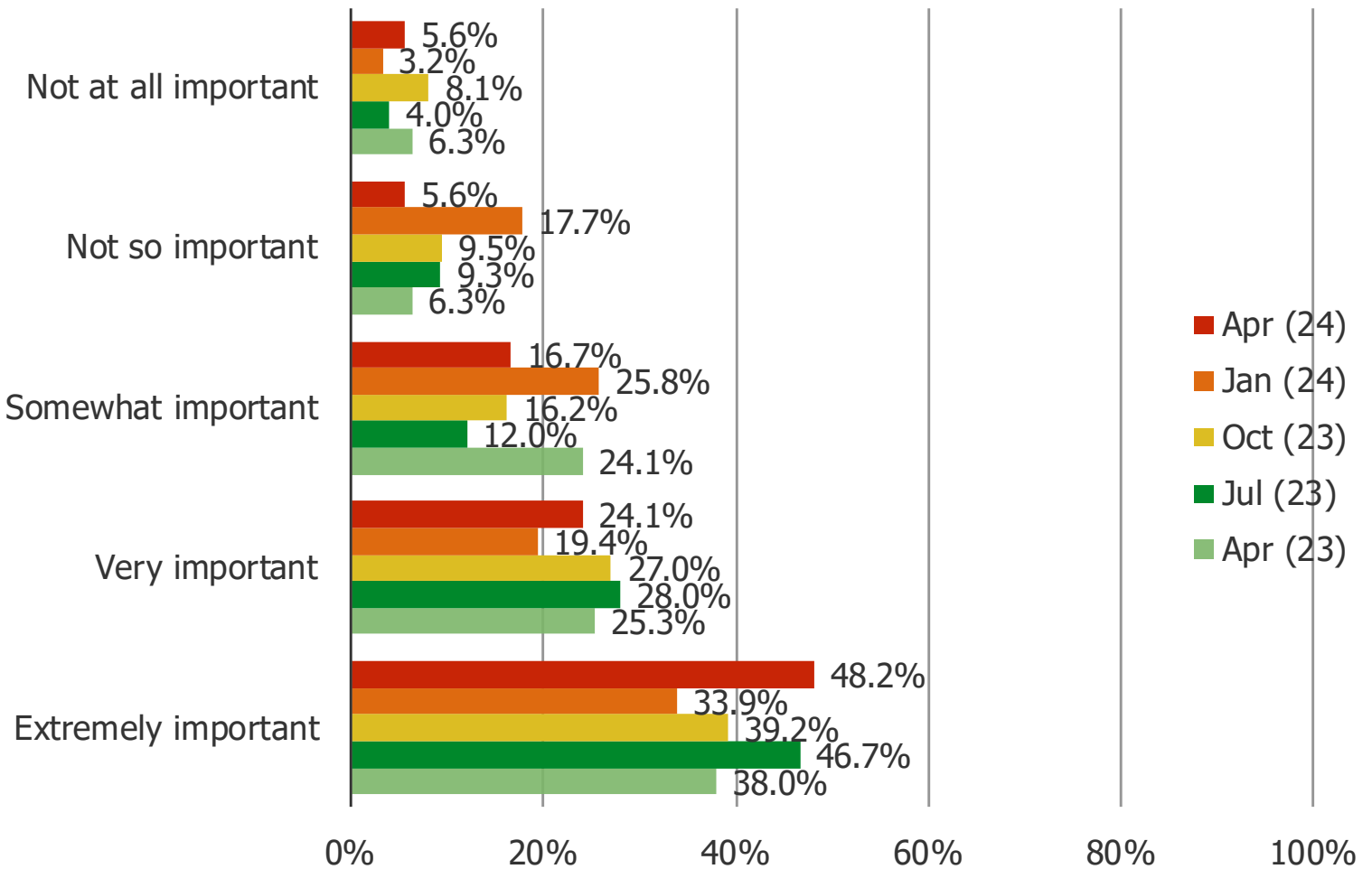
THINKING OF THE PERSON/PEOPLE YOU SHARE YOUR ACCOUNT WITH, WHO PAYS FOR THE SUBSCRIPTION?

Posed to Netflix subscribers who allow anyone outside their household to use their Netflix account. (N=54)



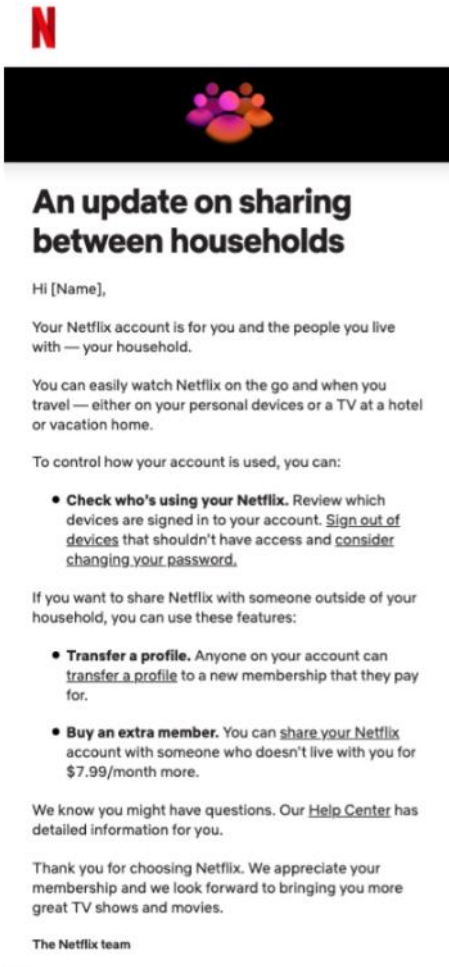
HOW IMPORTANT IS IT TO YOU TO BE ABLE TO SHARE YOUR NETFLIX ACCOUNT WITH PEOPLE WHO LIVE OUTSIDE OF YOUR HOME?

Posed to Netflix subscribers who allow anyone outside their household to use their Netflix account. (N=54)



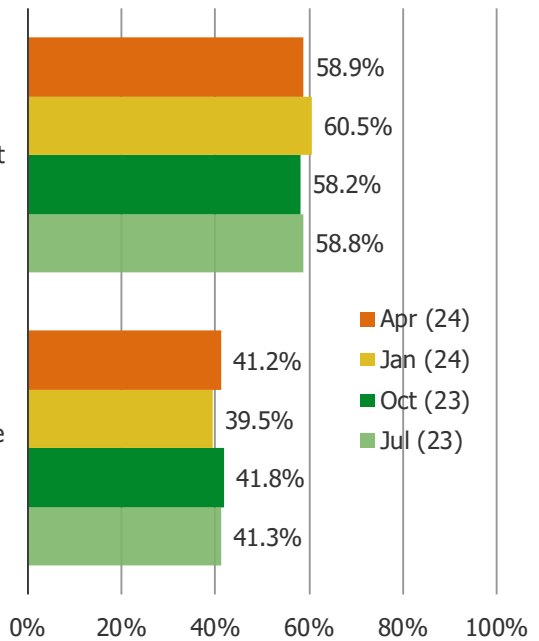
HAVE YOU RECEIVED AN EMAIL LIKE THE ONE BELOW FROM NETFLIX IN THE PAST 1-2 MONTHS?

Posed to paying Netflix subscribers (N = 504)



No, I don't recall seeing an email like that

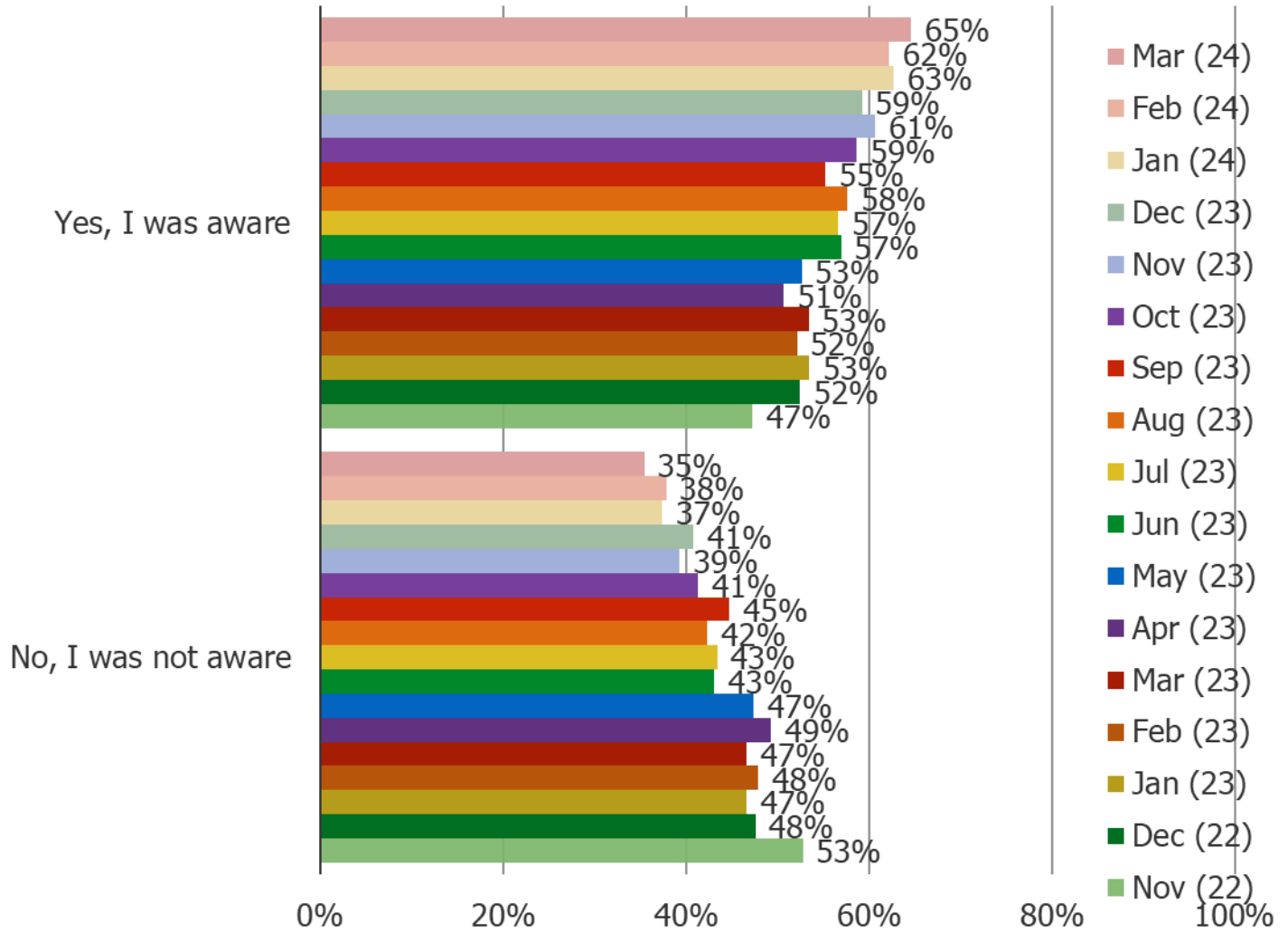
Yes, I remember receiving an email like that



STANDARD WITH ADS

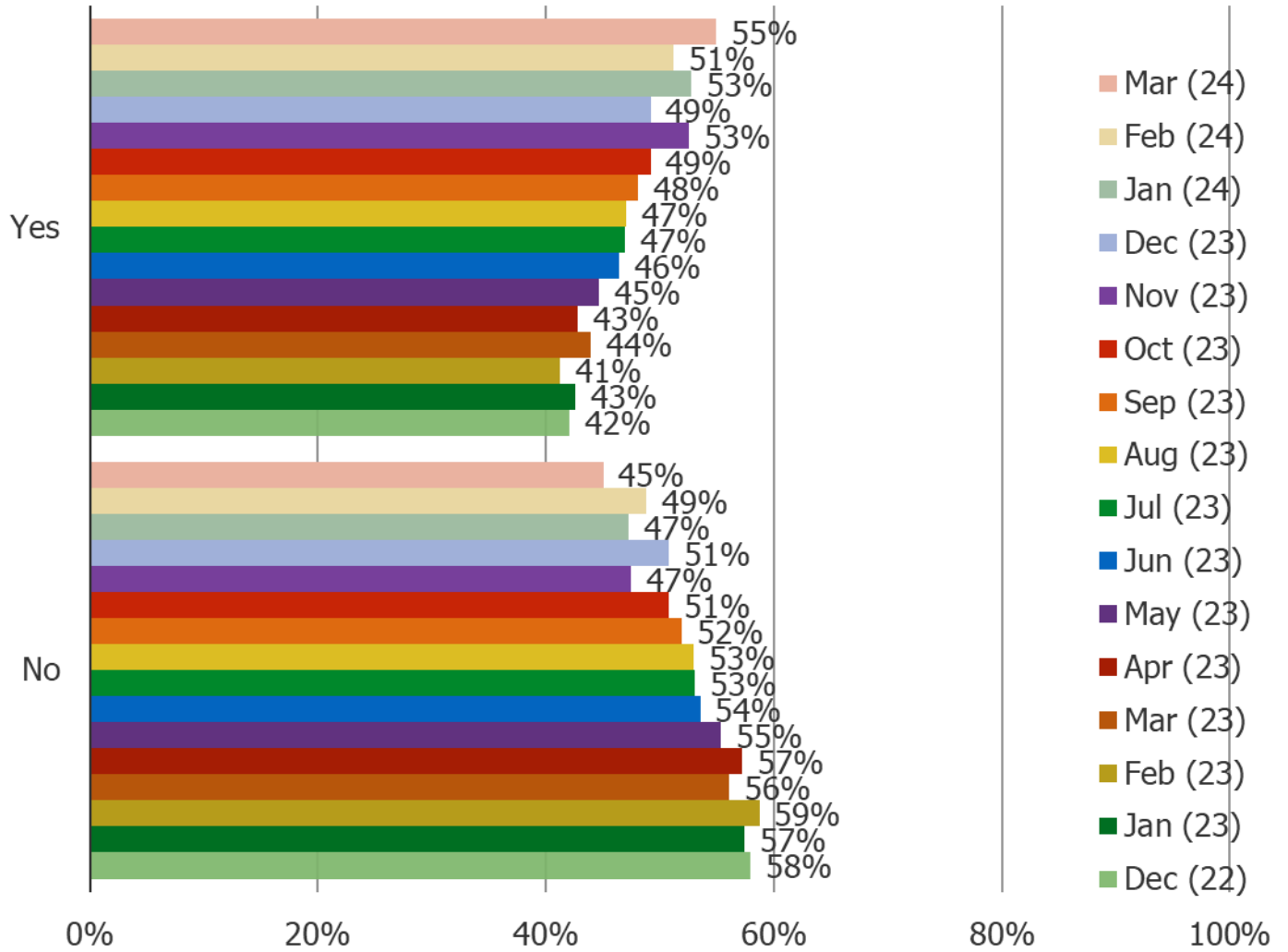
BEFORE TAKING THIS SURVEY, WERE YOU AWARE THAT NETFLIX HAS AN AD-SUPPORTED TIER WITH COMMERCIALS?

Posed to all respondents.



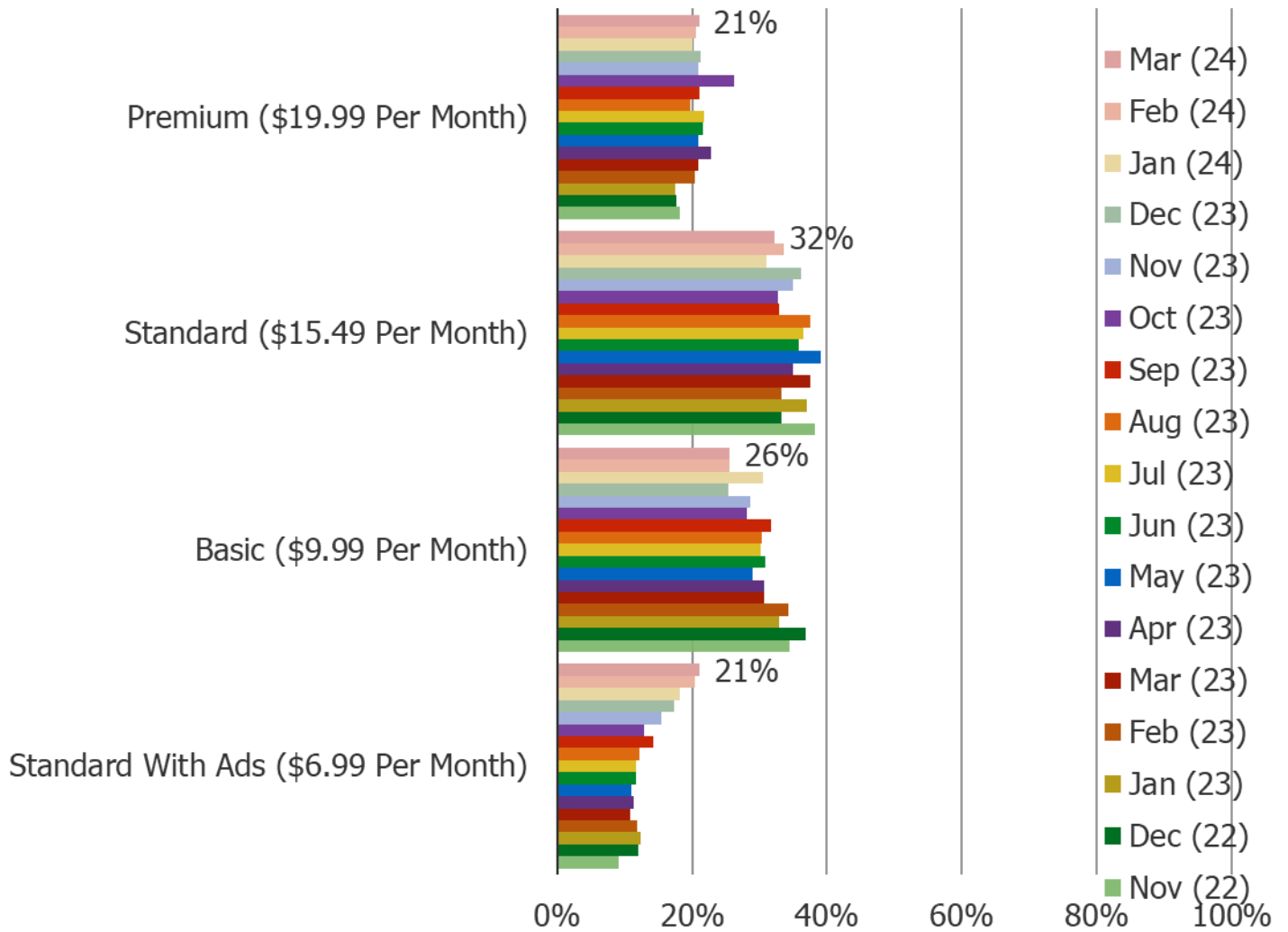
BEFORE TAKING THIS SURVEY, WERE YOU AWARE THAT DISNEY+ HAS AN AD-SUPPORTED TIER WITH COMMERCIALS?

Posed to all respondents.



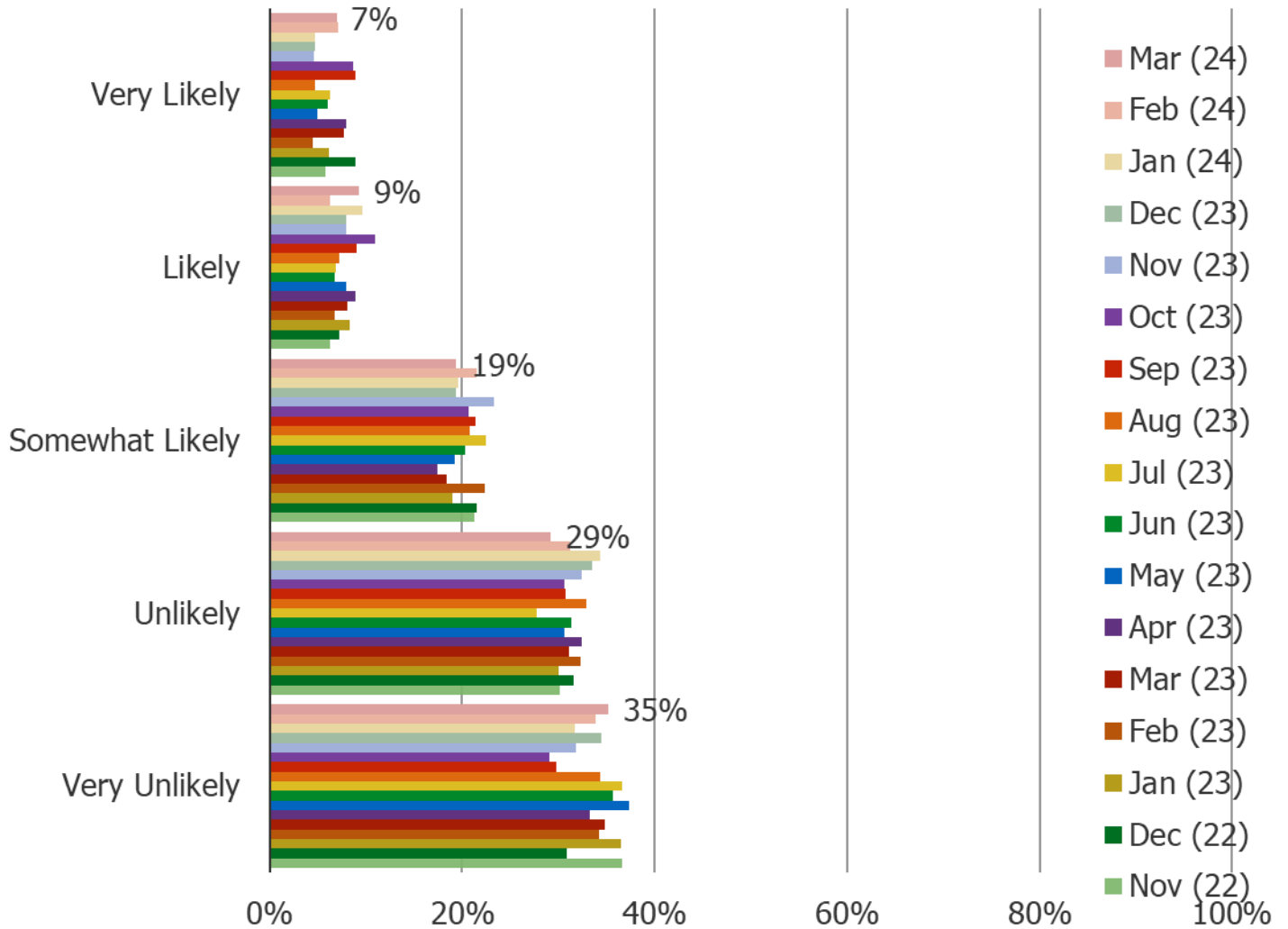
WHICH OF THE FOLLOWING MOST ACCURATELY DESCRIBES YOUR NETFLIX SUBSCRIPTION?

Posed to all respondents who have a Netflix subscription.



HOW LIKELY ARE YOU TO SWITCH YOUR NETFLIX SUBSCRIPTION TO STANDARD WITH ADS FOR \$6.99 PER MONTH IN THE NEXT MONTH?

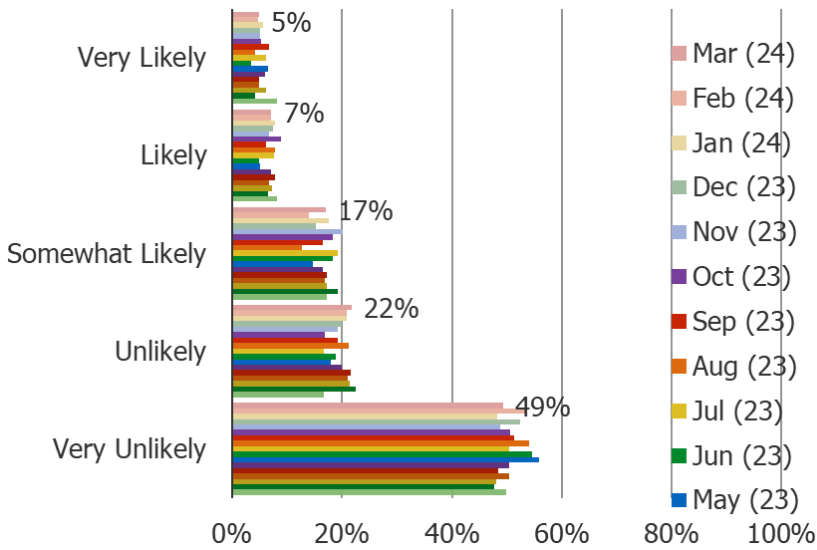
Posed to all respondents who are Netflix subscribers but are not on the ad supported plan.



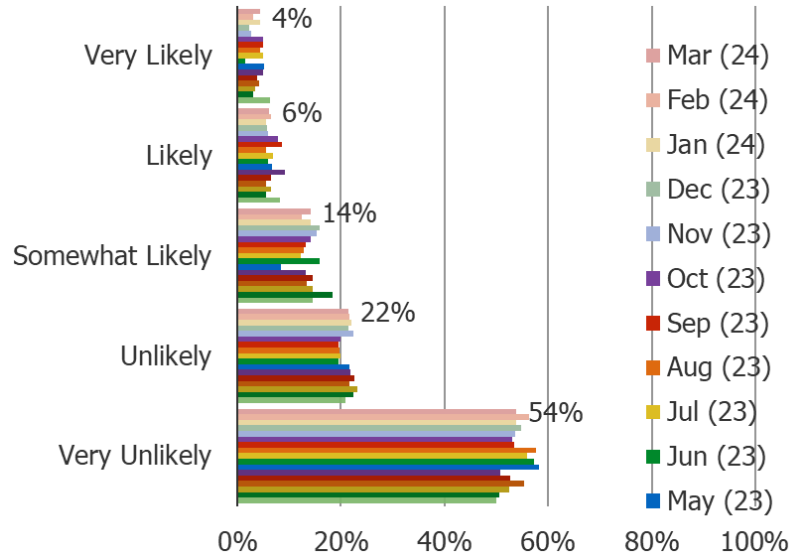
HOW LIKELY ARE YOU TO SIGN UP FOR THE FOLLOWING NETFLIX PLANS IN THE NEXT MONTH?

Posed to all respondents who are not currently Netflix subscribers.

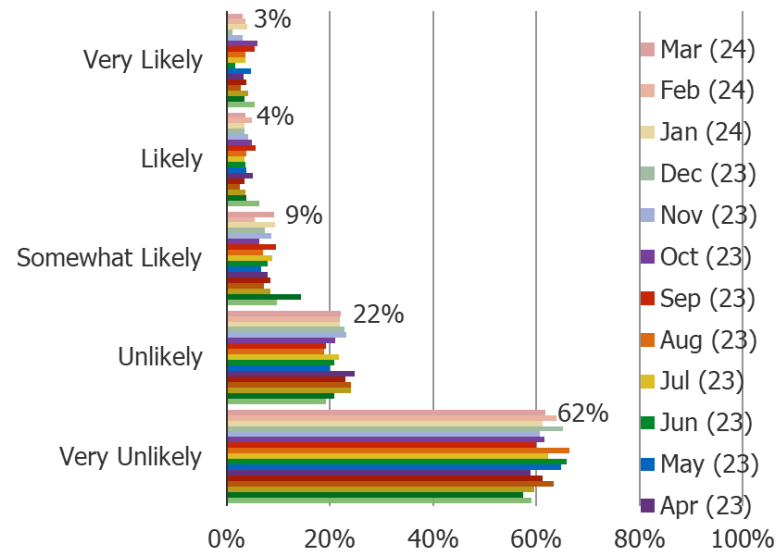
Standard with Ads



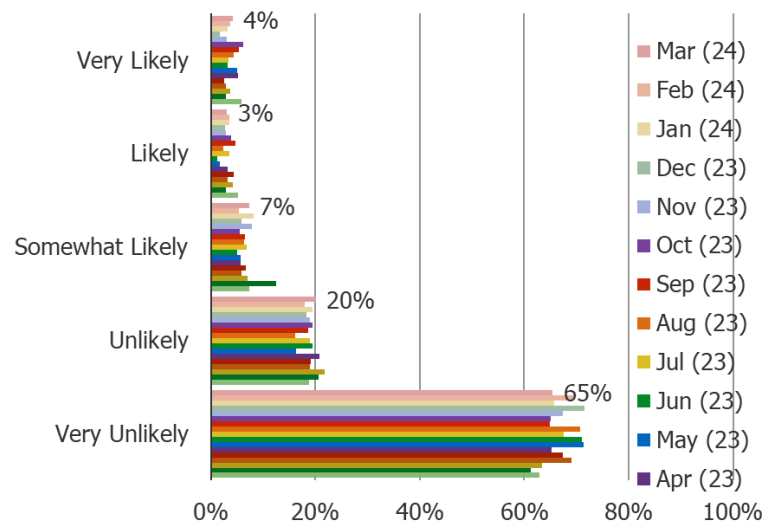
Basic



Standard

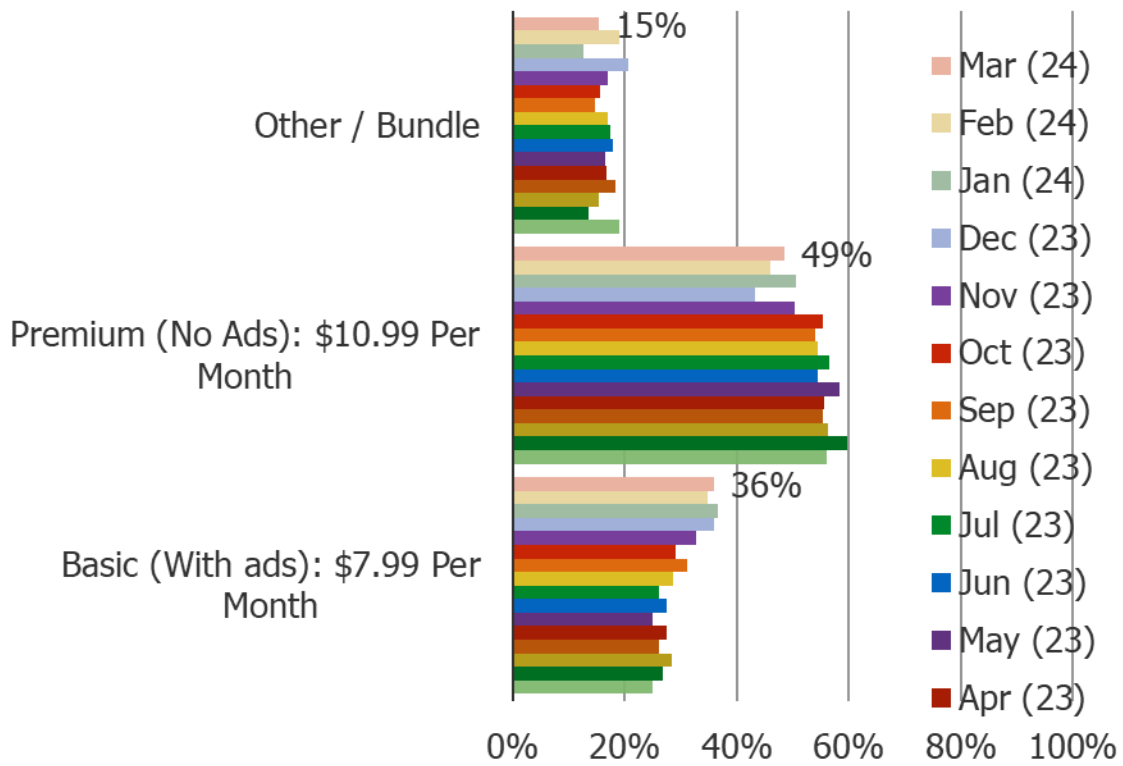


Premium



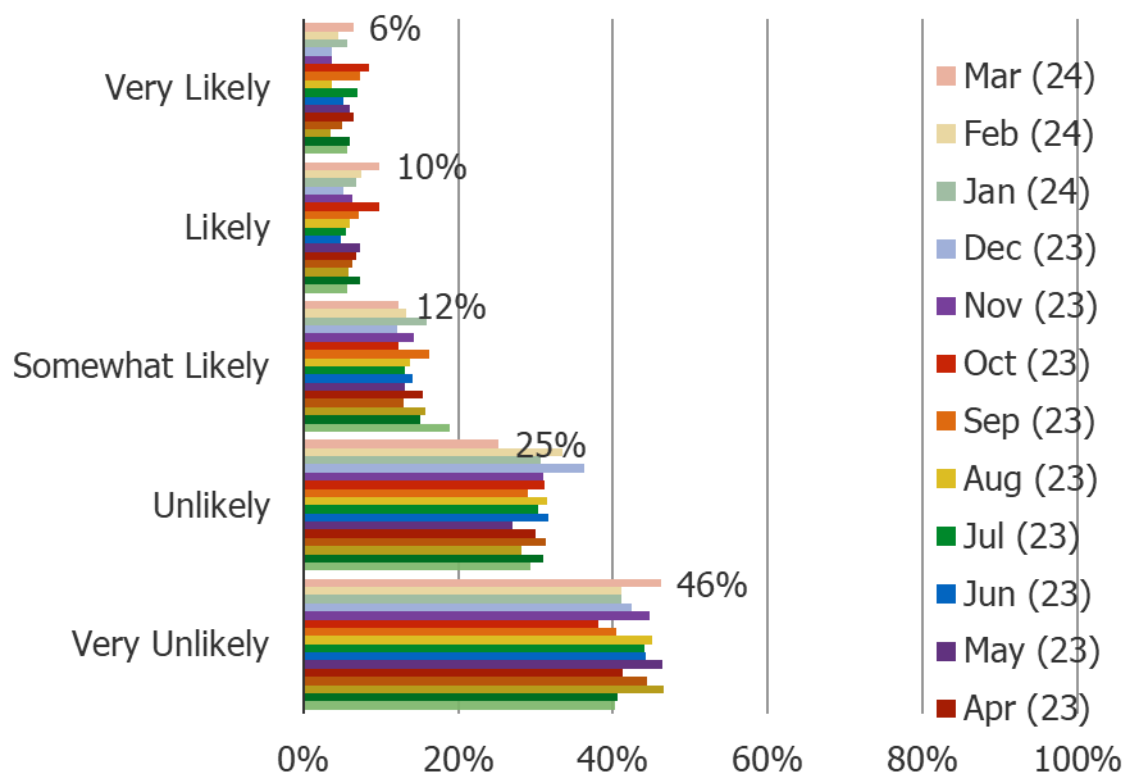
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR DISNEY+ SUBSCRIPTION?

Posed to all respondents who are Disney+ subscribers.



HOW LIKELY ARE YOU TO SWITCH YOUR DISNEY+ SUBSCRIPTION TO BASIC WITH ADS FOR \$7.99 PER MONTH IN THE NEXT MONTH?

Posed to all respondents who are Disney+ subscribers but are not on the ad supported plan currently.

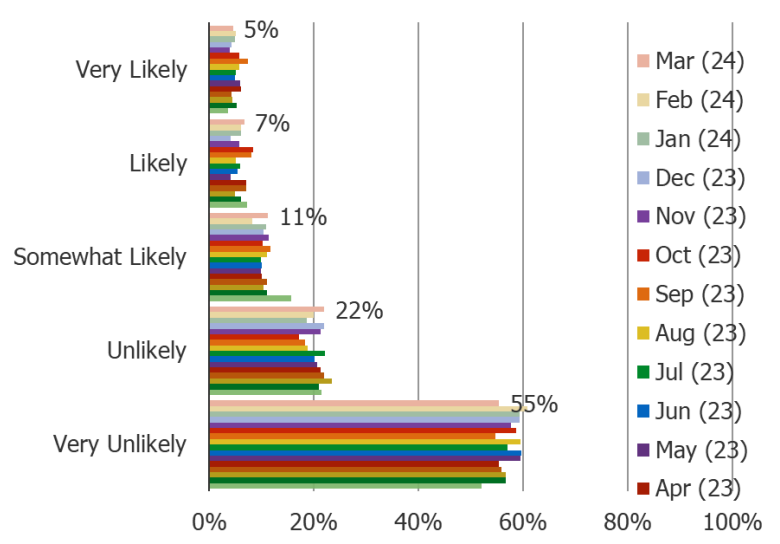
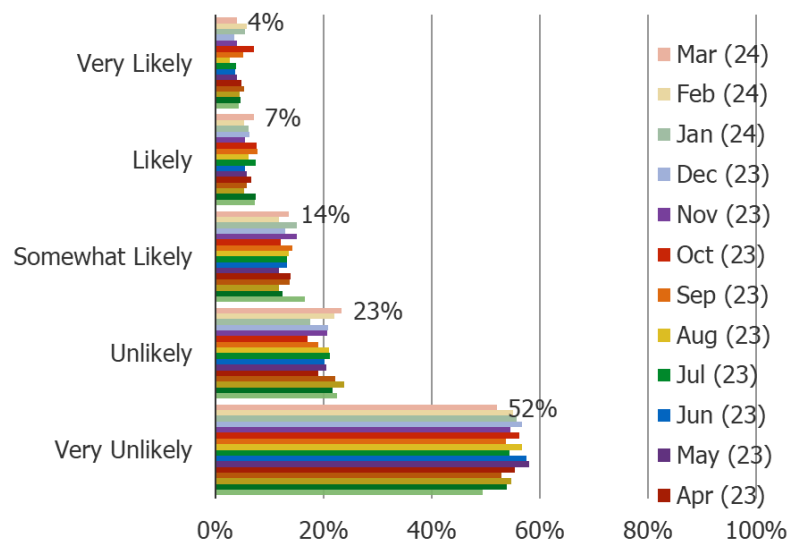


HOW LIKELY ARE YOU TO SIGN UP FOR THE FOLLOWING DISNEY+ PLANS IN THE NEXT MONTH?

Posed to respondents who are not currently Disney+ subscribers.

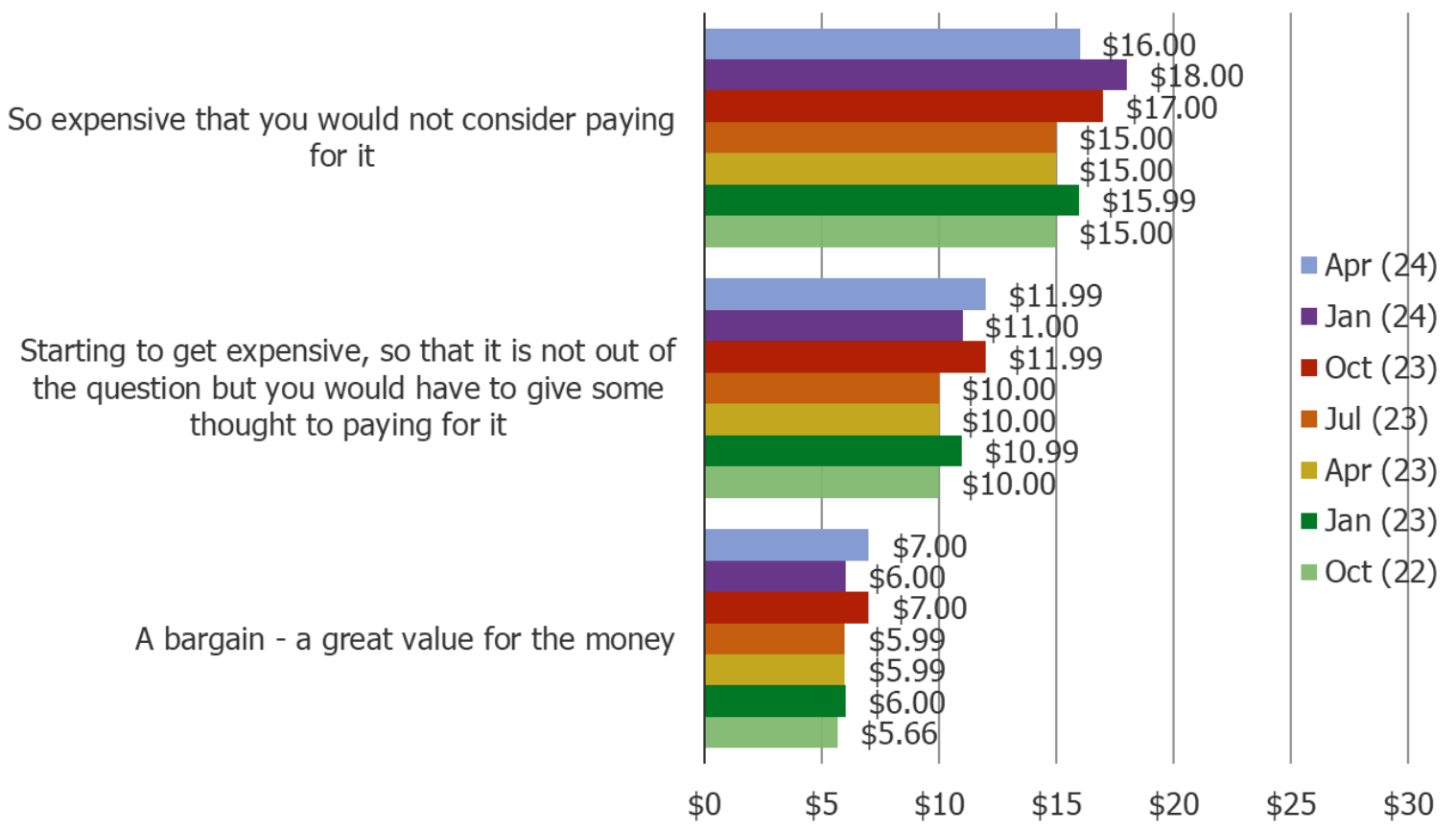
Basic (With ads): \$7.99 Per Month

Premium (No Ads): \$10.99 Per Month



AT WHAT PRICES PER MONTH WOULD YOU CONSIDER A NETFLIX AD-SUPPORTED TIER TO BE...

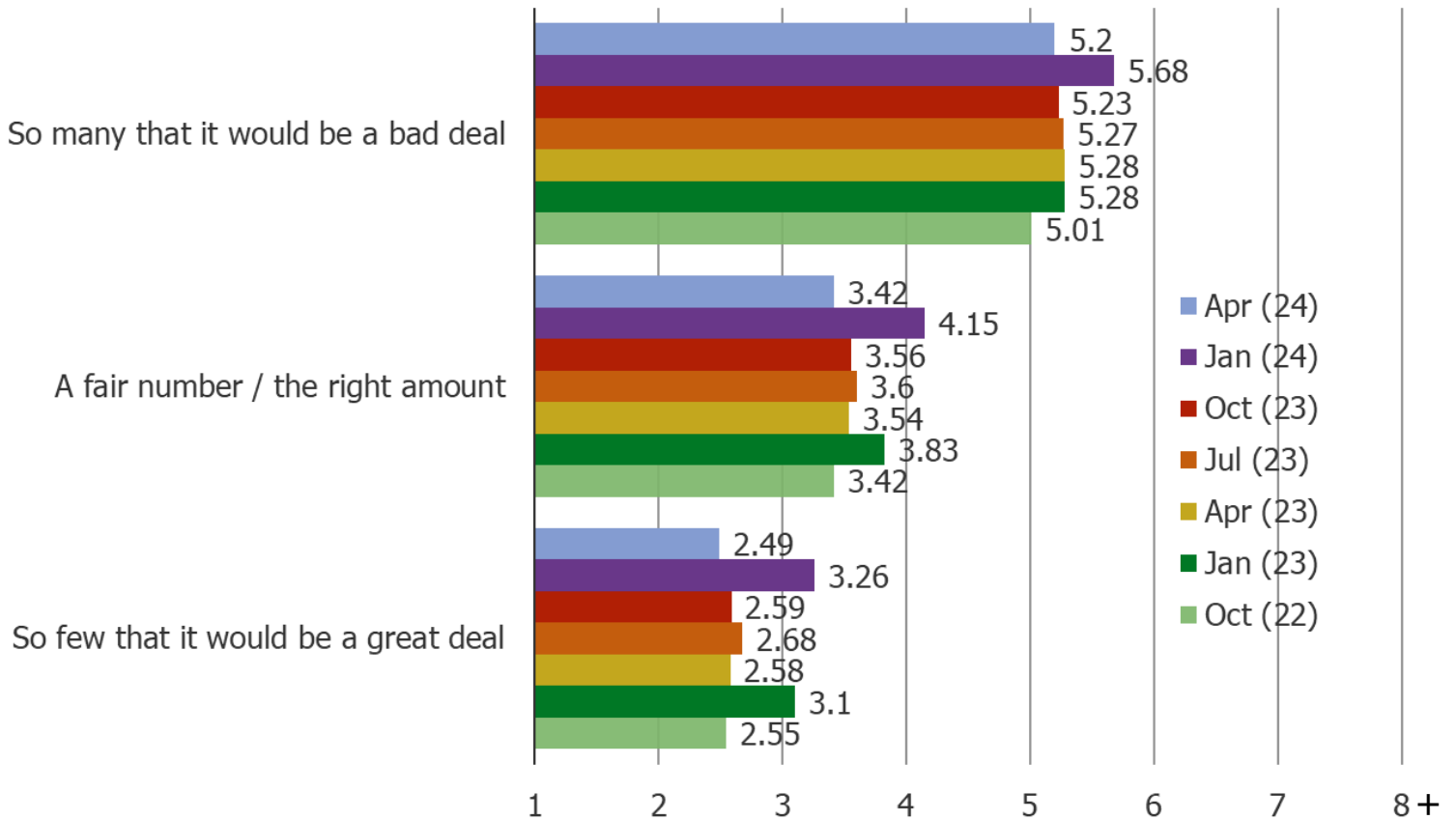
Posed to respondents who watch movies and/or TV shows at home (N = 830)



*Median

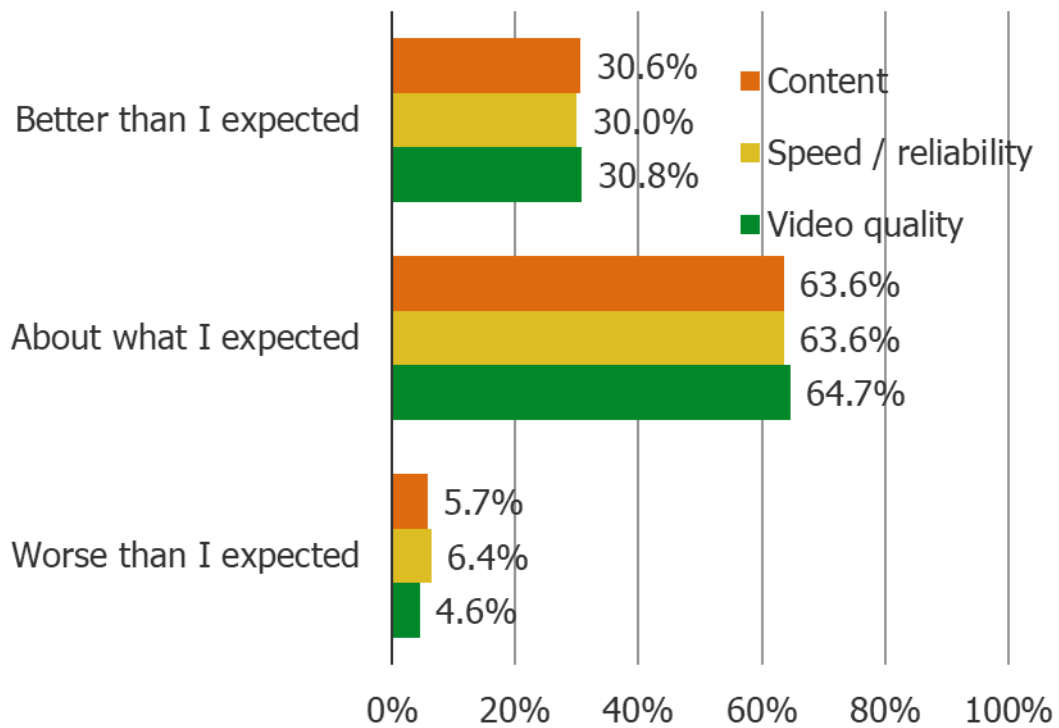
THINKING ABOUT NETFLIX'S AD-SUPPORTED TIER, HOW MANY COMMERCIALS PER HOUR WOULD YOU CONSIDER TO BE...

Posed to respondents who said they are on the Standard with Ads Plan (all waves since launch combined), N = 419



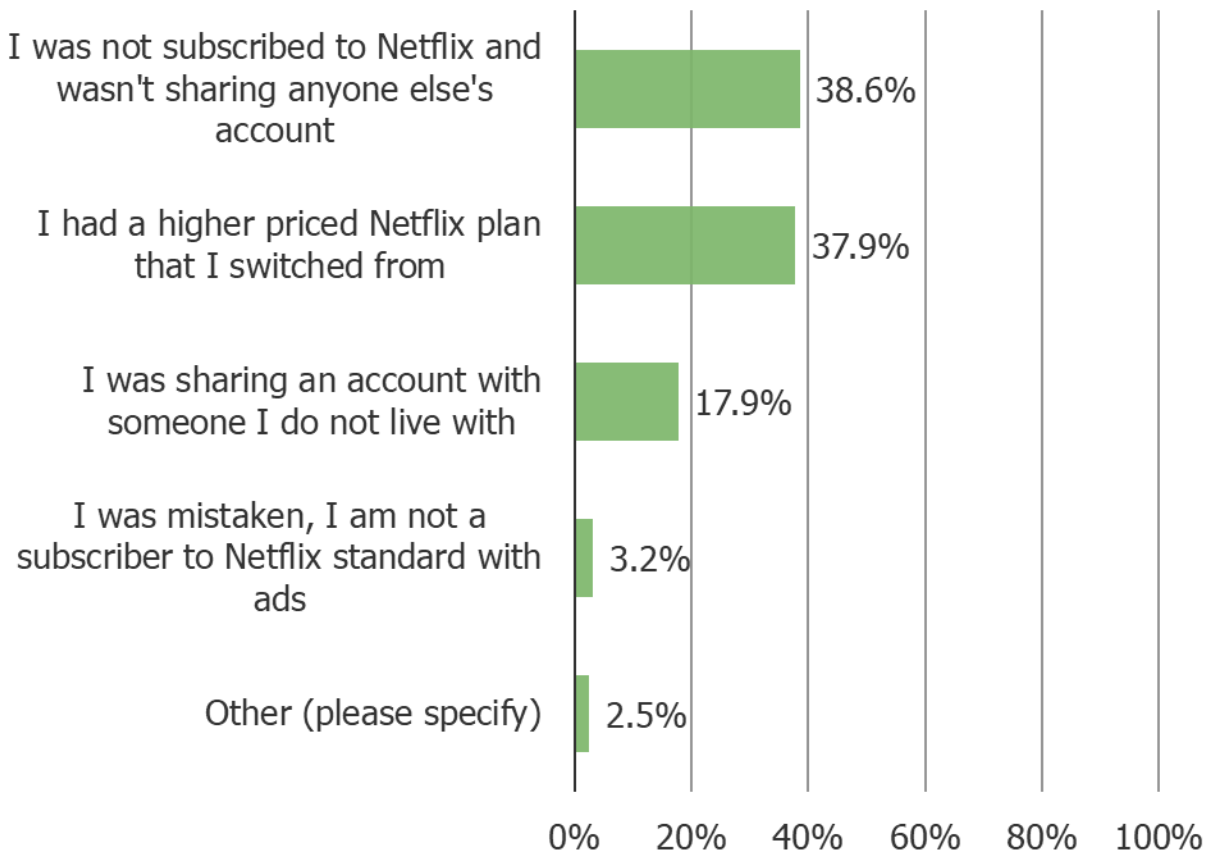
HOW DOES YOUR EXPERIENCE WITH THE STANDARD WITH ADS PLAN COMPARE TO YOUR EXPECTATIONS WHEN IT COMES TO THE FOLLOWING...

Posed to respondents who said they are on the Standard with Ads Plan (all waves since launch combined), N = 594



BEFORE YOU SIGNED UP FOR NETFLIX STANDARD WITH ADS, WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

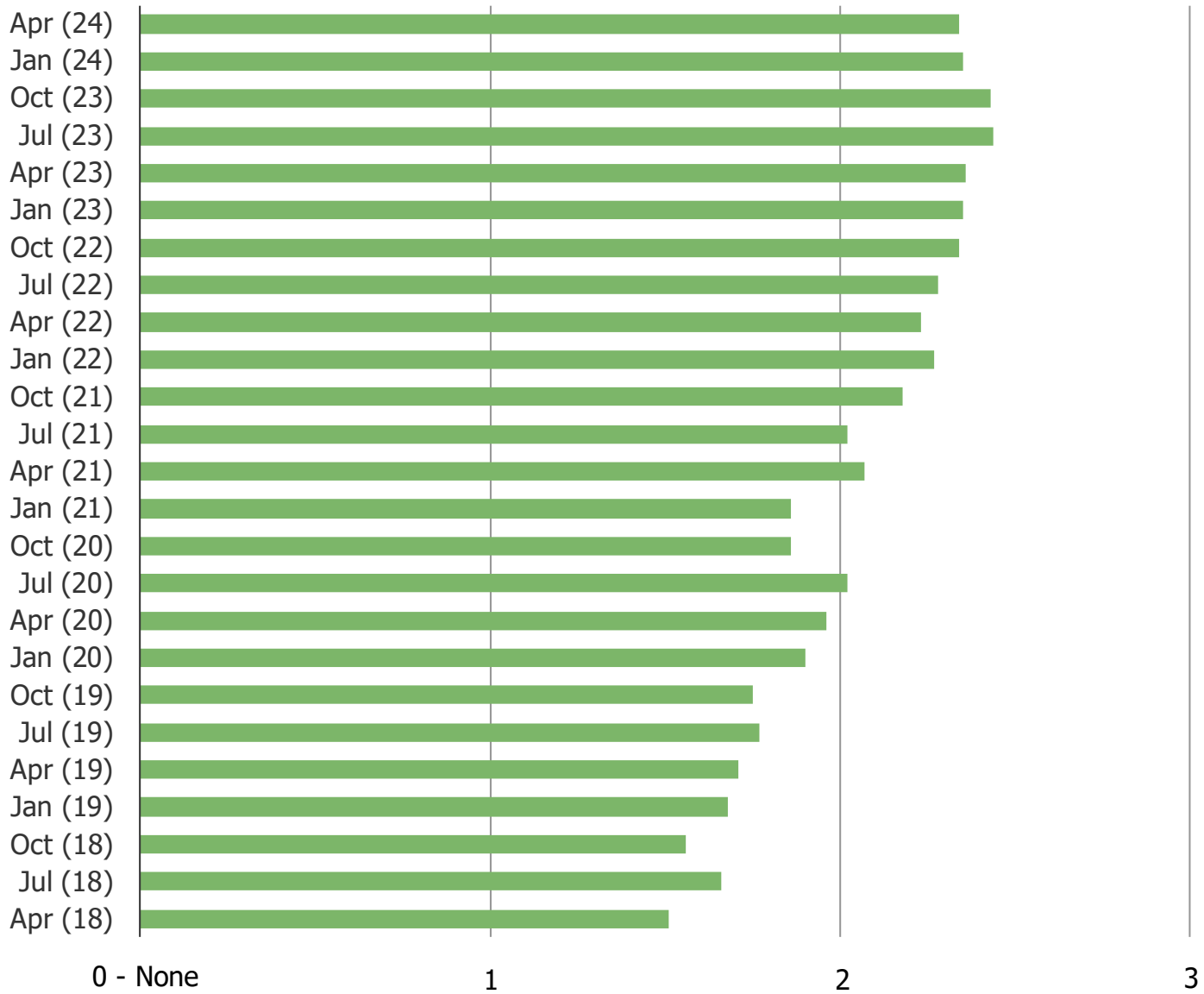
Posed to respondents who said they are on the Standard with Ads Plan (all waves since launch combined), N = 594



STREAMING SECTOR DYNAMICS

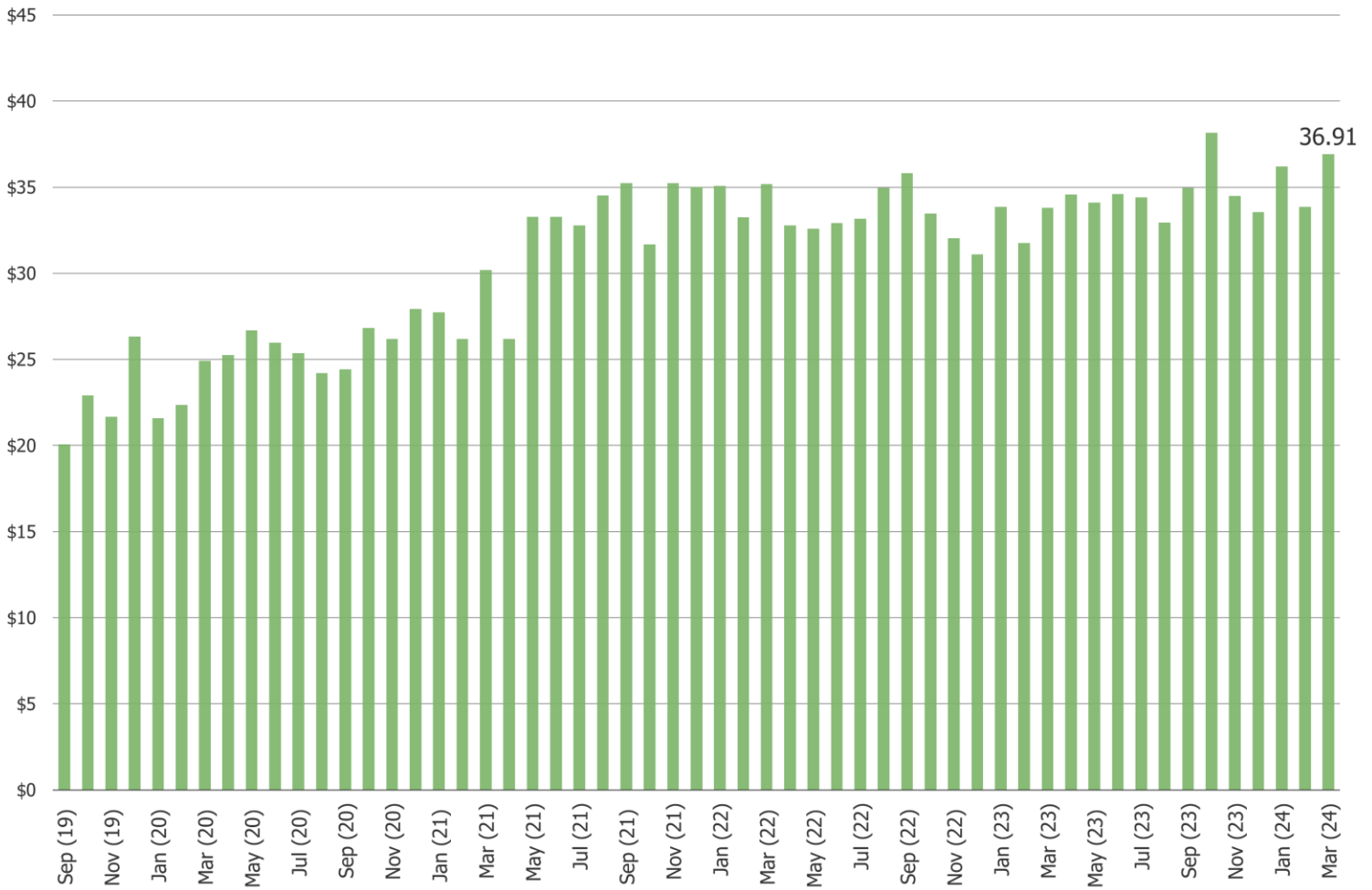
HOW MANY STREAMING VIDEO SERVICES DO YOU THINK IS THE RIGHT NUMBER TO BE PAYING FOR AT THE SAME TIME?

Posed to all respondents.



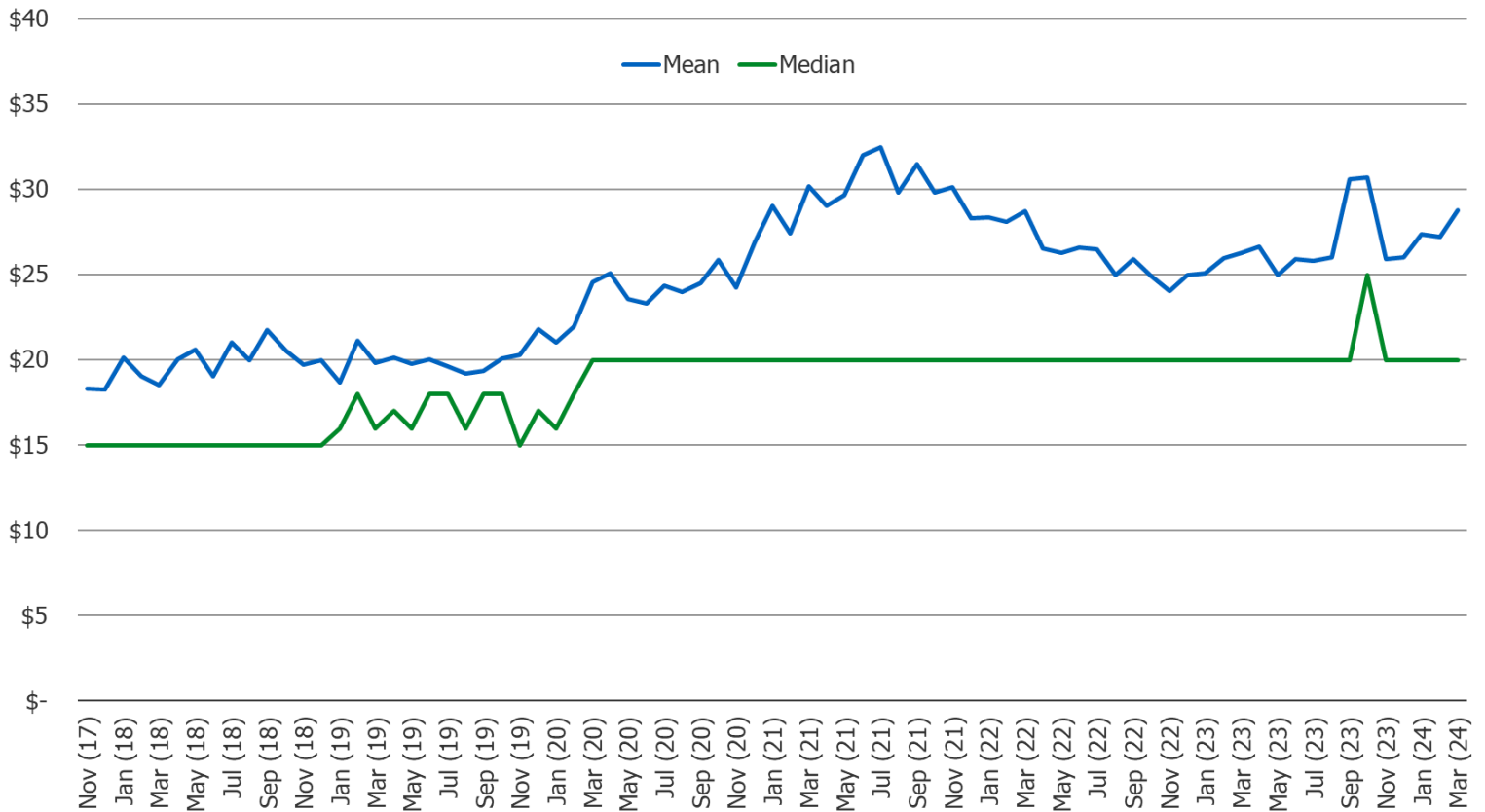
HOW MUCH DO YOU THINK IS APPROPRIATE TO SPEND ON STREAMING VIDEO SERVICES, IN TOTAL, PER MONTH?

Posed to all respondents.



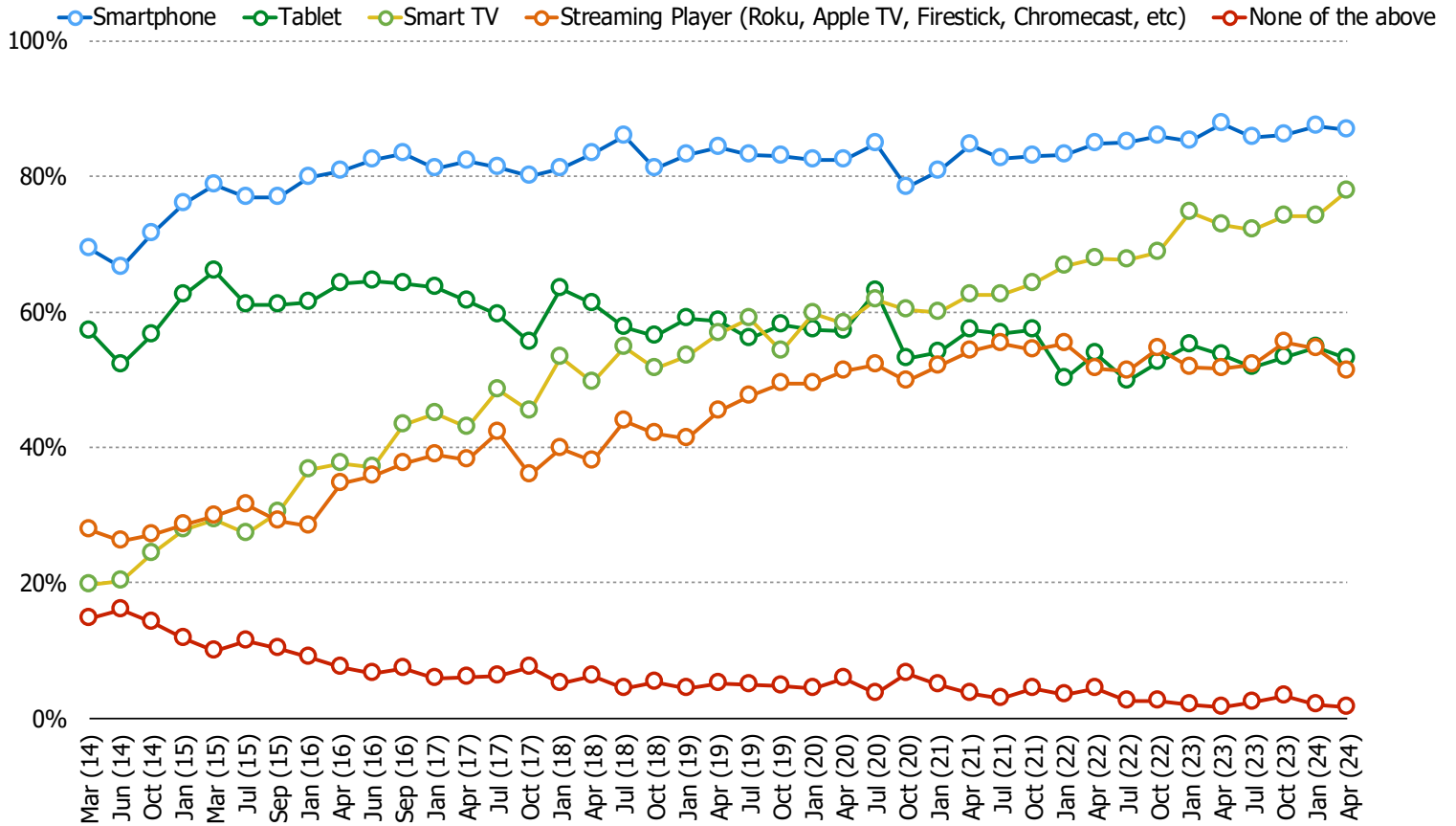
AT WHAT MONTHLY PRICE POINT WOULD YOU DECIDE TO CANCEL YOUR NETFLIX SUBSCRIPTION?
 (IE, IF NETFLIX CONTINUES TO RAISE PRICES, WHAT PRICE POINT PER MONTH WOULD TRIGGER YOUR
 CANCELLATION OF NETFLIX)?

Posed to all respondents.



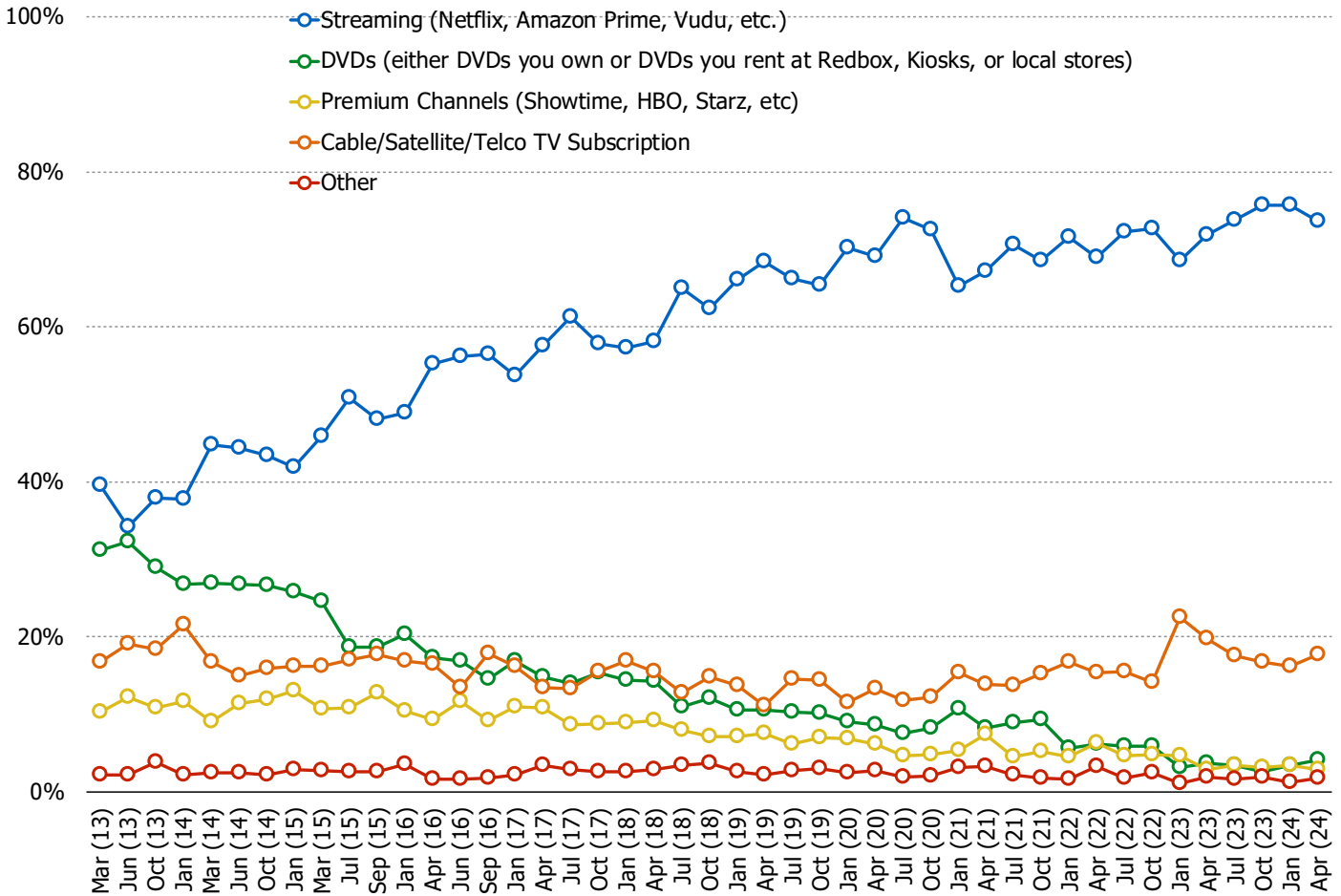
INTERNET CONNECTED DEVICES OWNED BY RESPONDENTS

This question was posed to the target audience.



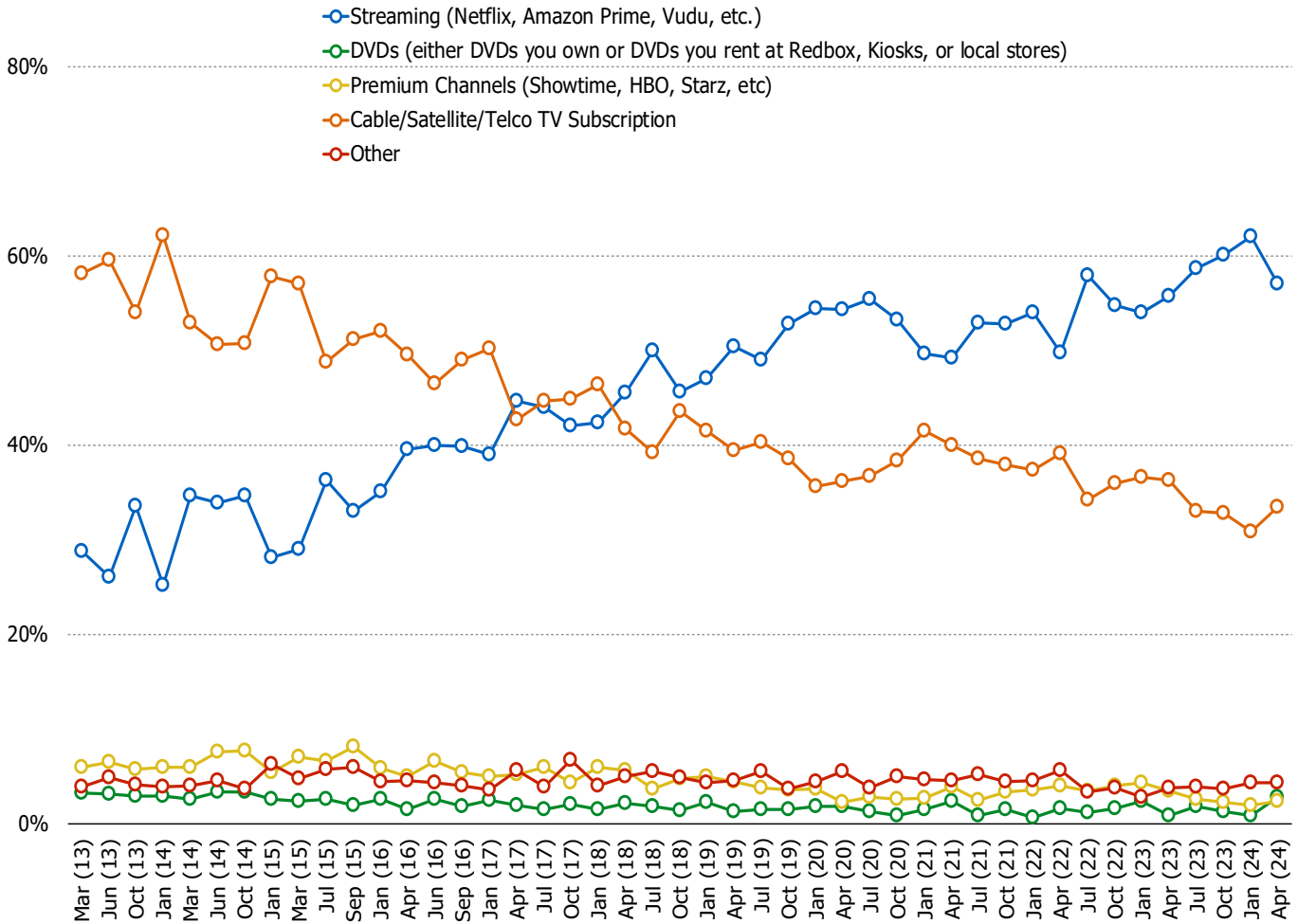
PREFERRED METHOD FOR WATCHING MOVIES

This question was posed to the target audience.



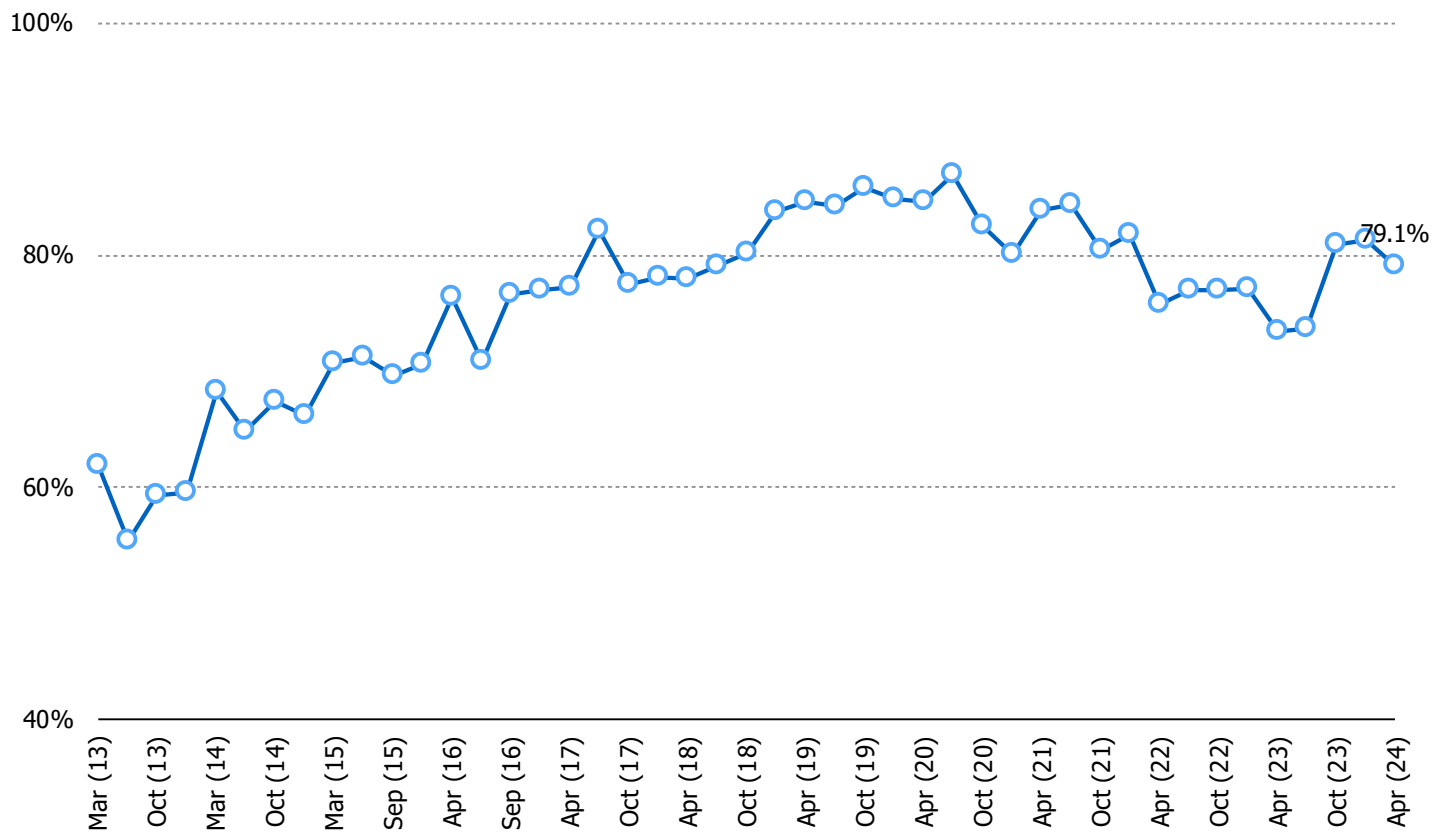
PREFERRED METHOD FOR WATCHING TELEVISION SHOWS

This question was posed to the target audience.



DO YOU SUBSCRIBE TO ANY STREAMING VIDEO SERVICES?

Posed to respondents who watch movies and TV shows at home.



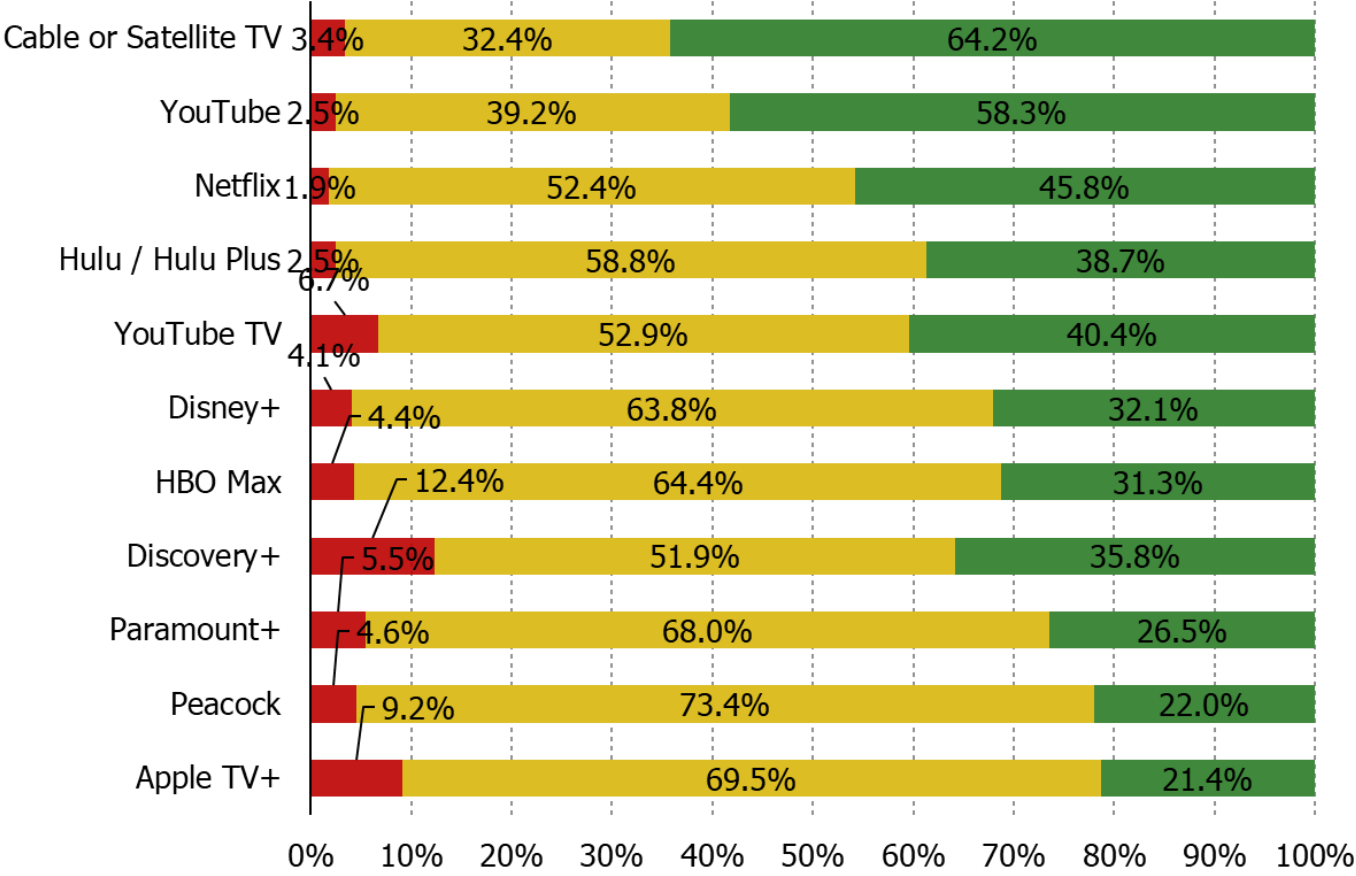
STREAMING PLATFORMS – COMPETITIVE DYNAMICS

DO YOU CONSIDER THE FOLLOWING TO BE...

Posed to all respondents who use the below methods/services to watch movies/TV shows/video content at home.

■ Not Important at all ■ Nice-To-Have ■ Need-To-Have

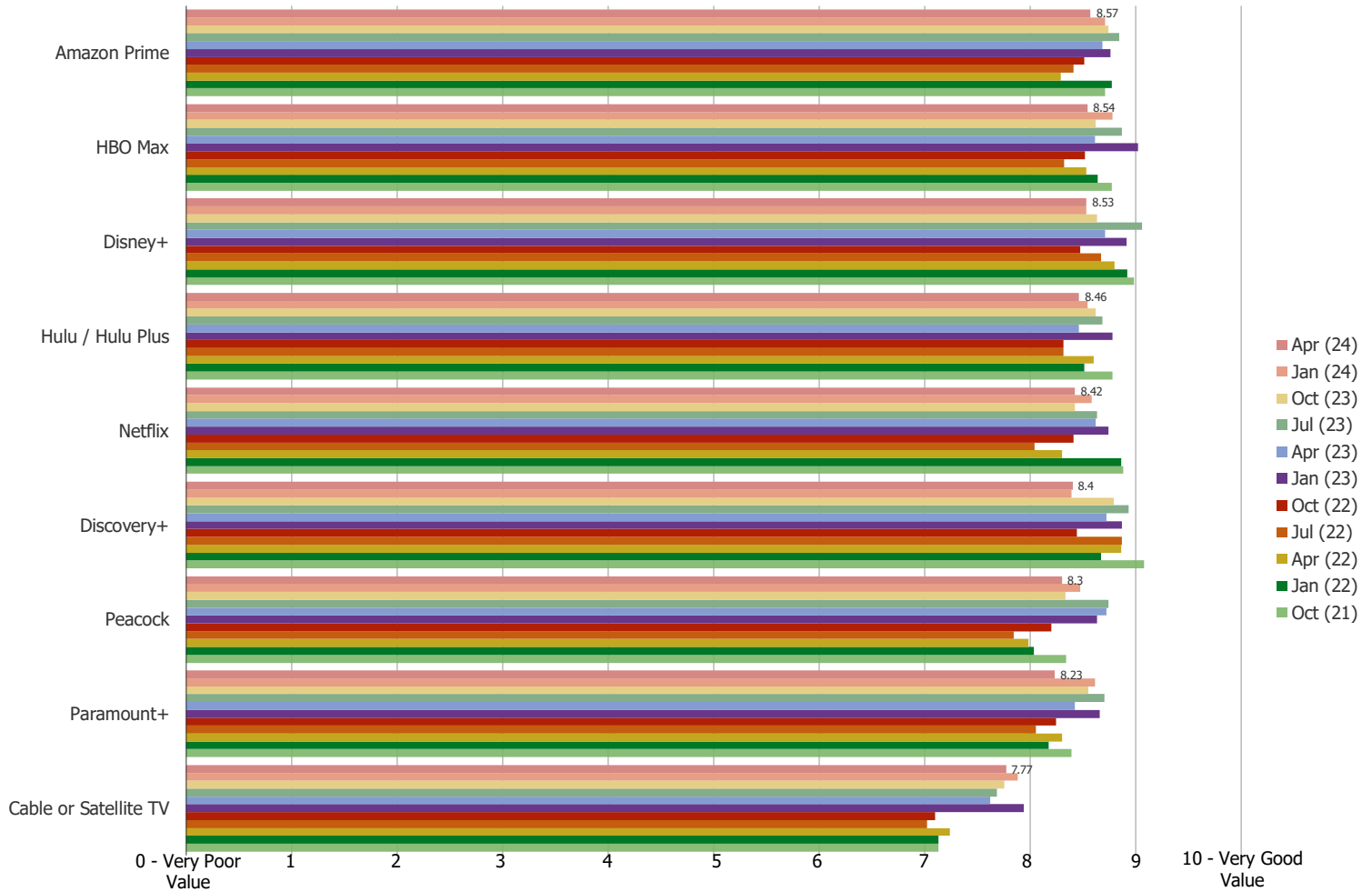
APRIL 2024



	N=
Apple TV+	131
Peacock	286
Paramount+	272
Discovery+	81
HBO Max	275
Disney+	293
YouTube TV	104
Hulu / Hulu Plus	362
Netflix	542
YouTube	367
Cable or Satellite TV	296

HOW WOULD YOU RATE THE VALUE THIS SERVICE OFFERS RELATIVE TO WHAT IT COSTS?

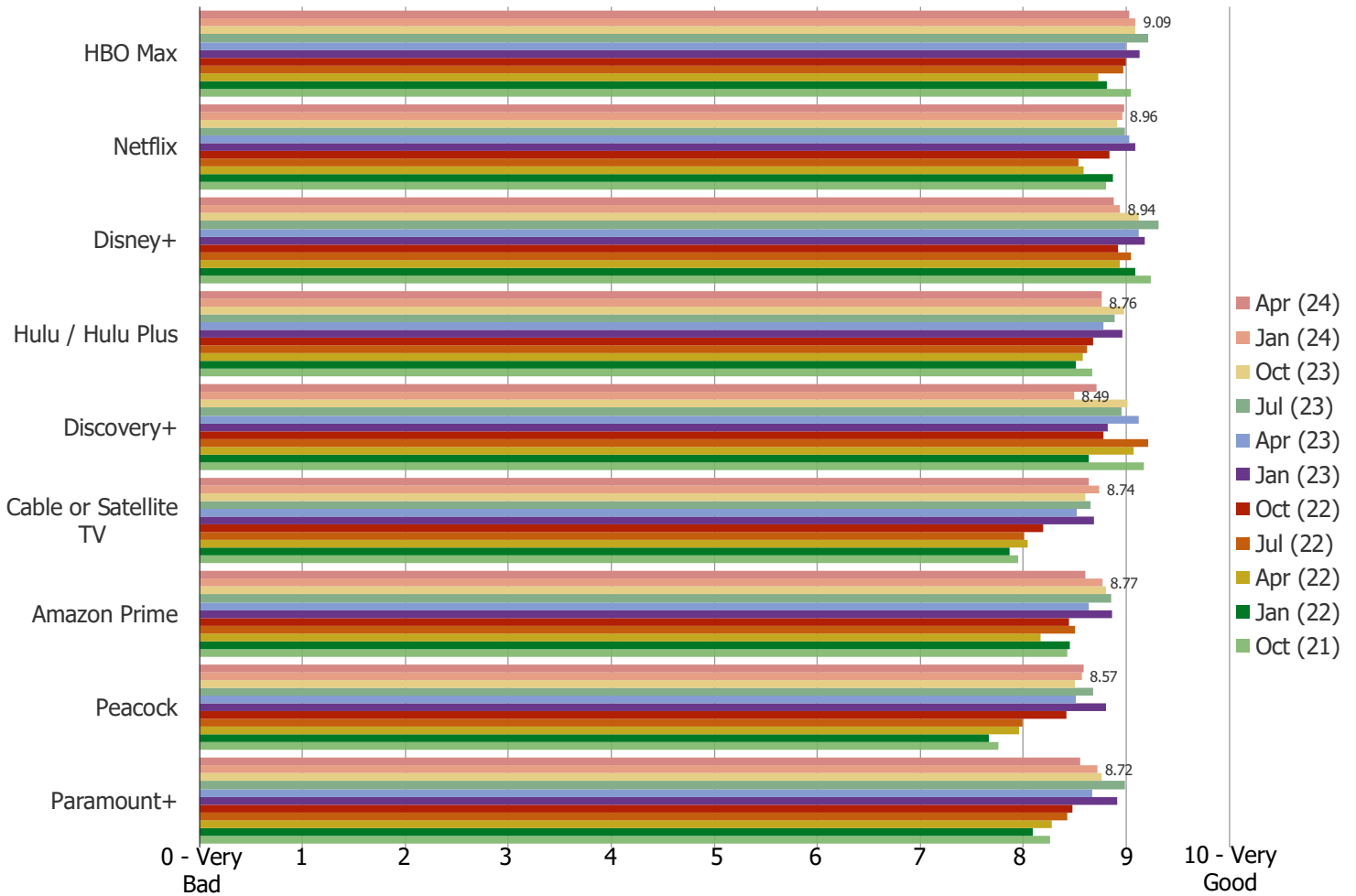
Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.



	N=
Disney+	262
Netflix	504
Hulu / Hulu Plus	329
HBO Max	248
Amazon Prime	457
Apple TV+	119
Cable or Satellite TV	294
Peacock	269
Discovery+	72
Paramount+	252

PLEASE RATE THE CONTENT AVAILABLE ON THE FOLLOWING:

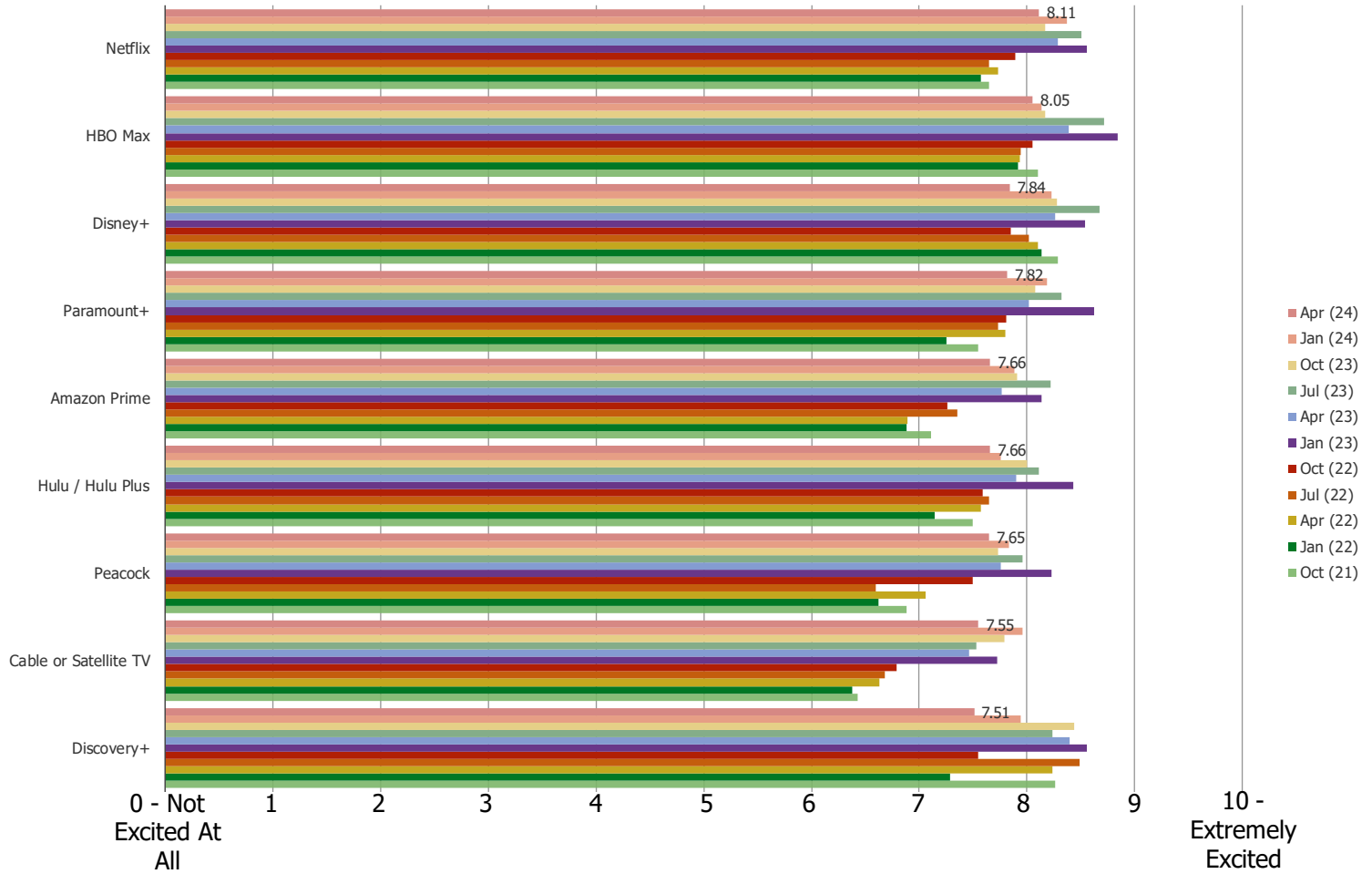
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	N=
Disney+	262
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Apple TV+	119
Cable or Satellite TV	294
Peacock	269
Discovery+	72
Paramount+	252

PLEASE RATE HOW EXCITED YOU ARE FOR UPCOMING CONTENT (RELEASES IN THE NEXT 3 MONTHS) ON THE FOLLOWING?

Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.

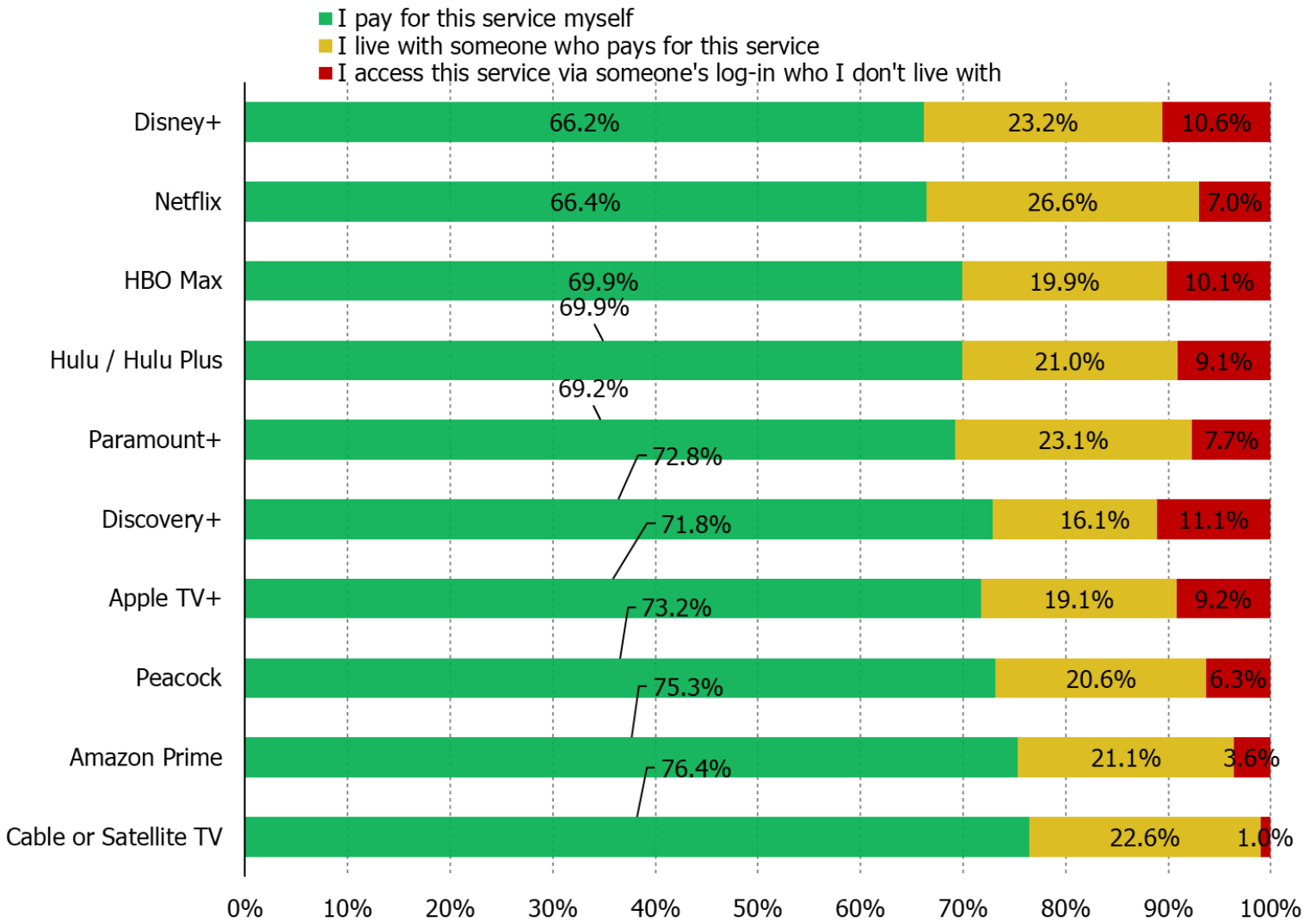


	N=
Disney+	262
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Hulu / Hulu Plus	329
HBO Max	248
Amazon Prime	457
Apple TV+	119
Cable or Satellite TV	294
Peacock	269
Discovery+	72
Paramount+	252

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF THE FOLLOWING:

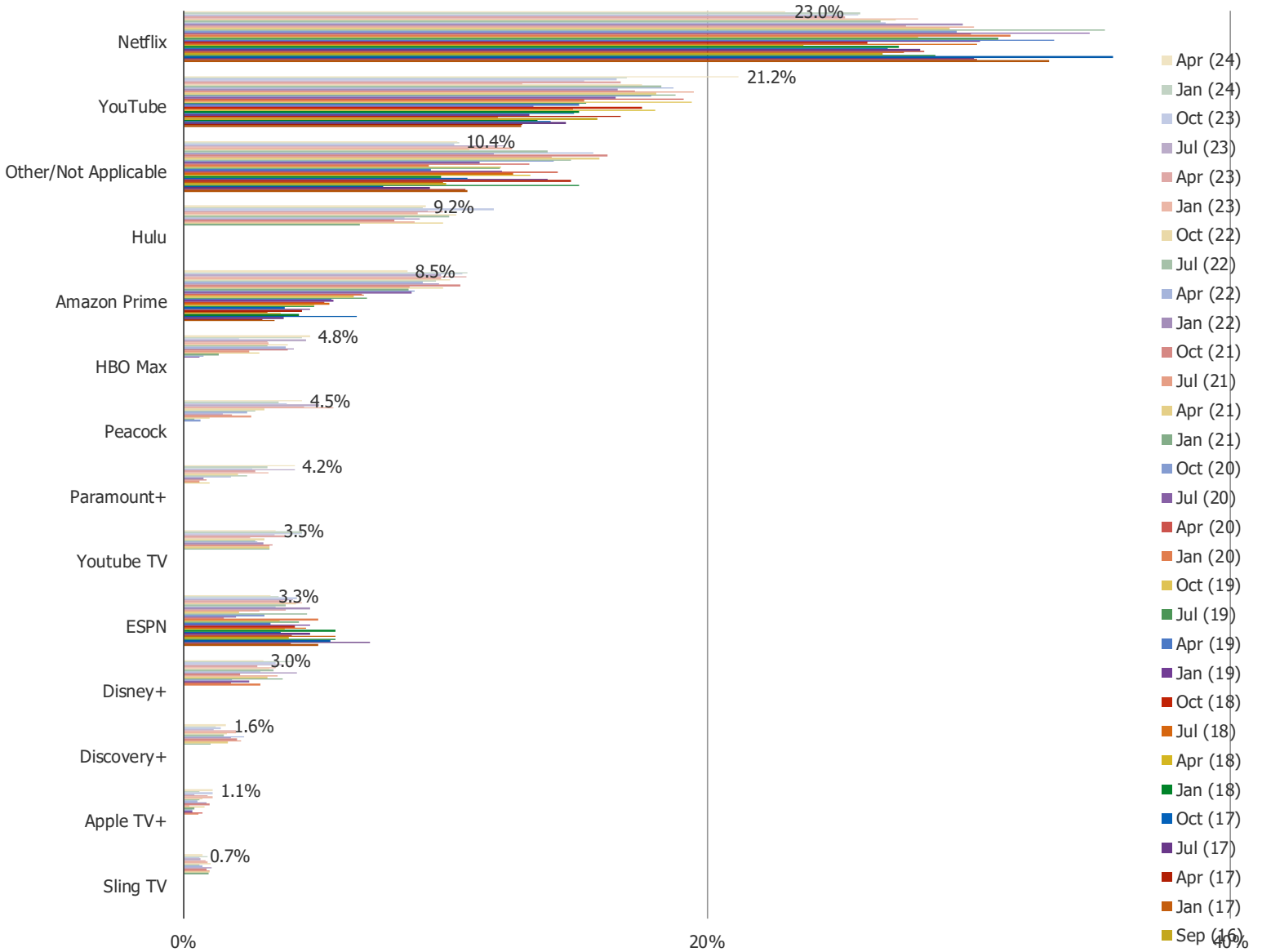
Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.

APRIL 2024



OUT OF THE FOLLOWING NETWORKS/SERVICES, WHICH DO YOU WATCH MOST OFTEN?

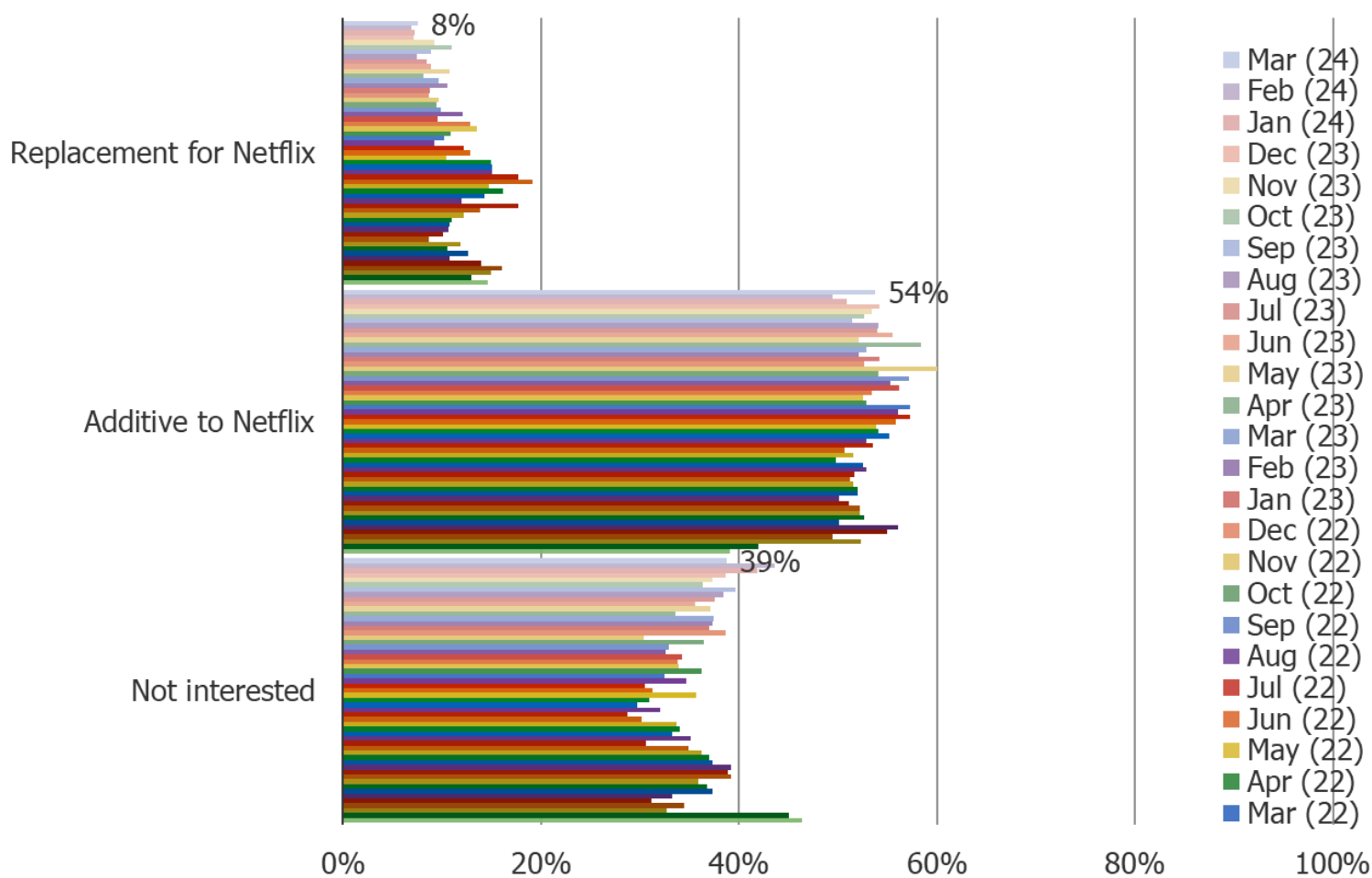
Posed to all respondents



WOULD YOU VIEW THE FOLLOWING TO BE ADDITIVE OR A REPLACEMENT OF NETFLIX?

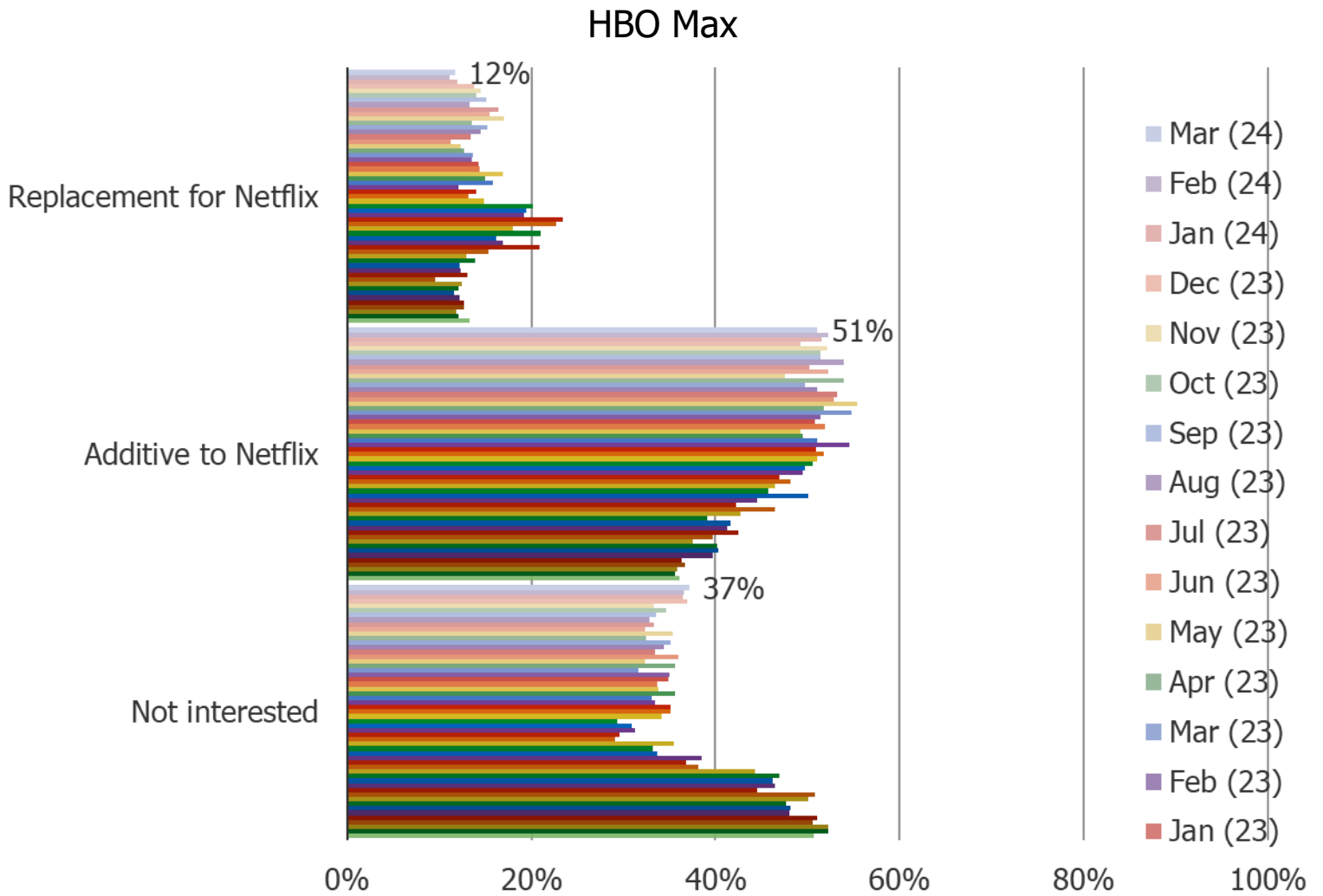
Posed to Netflix subscribers.

Disney+



WOULD YOU VIEW THE FOLLOWING TO BE ADDITIVE OR A REPLACEMENT OF NETFLIX?

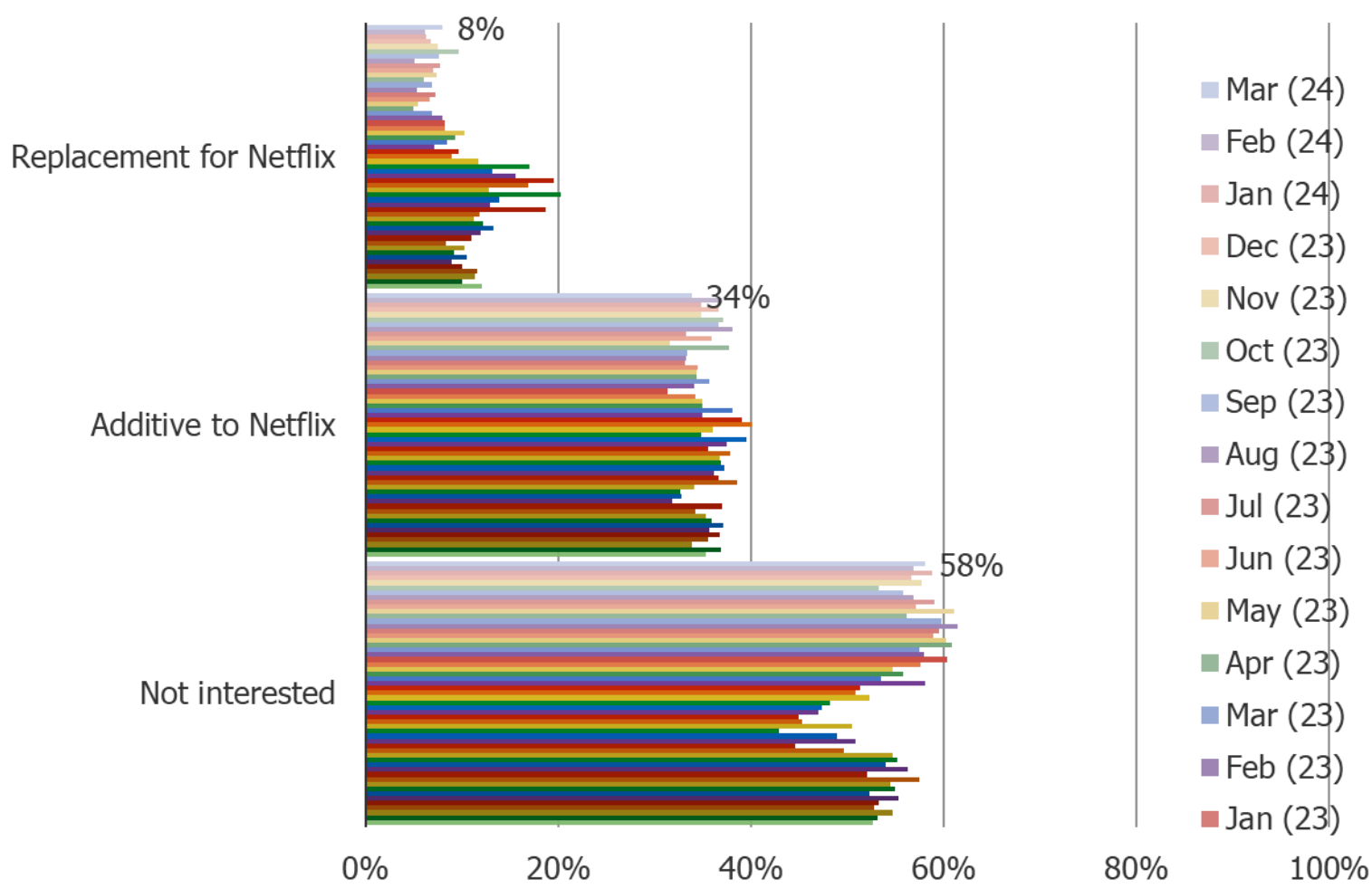
Posed to Netflix subscribers.



WOULD YOU VIEW THE FOLLOWING TO BE ADDITIVE OR A REPLACEMENT OF NETFLIX?

Posed to Netflix subscribers.

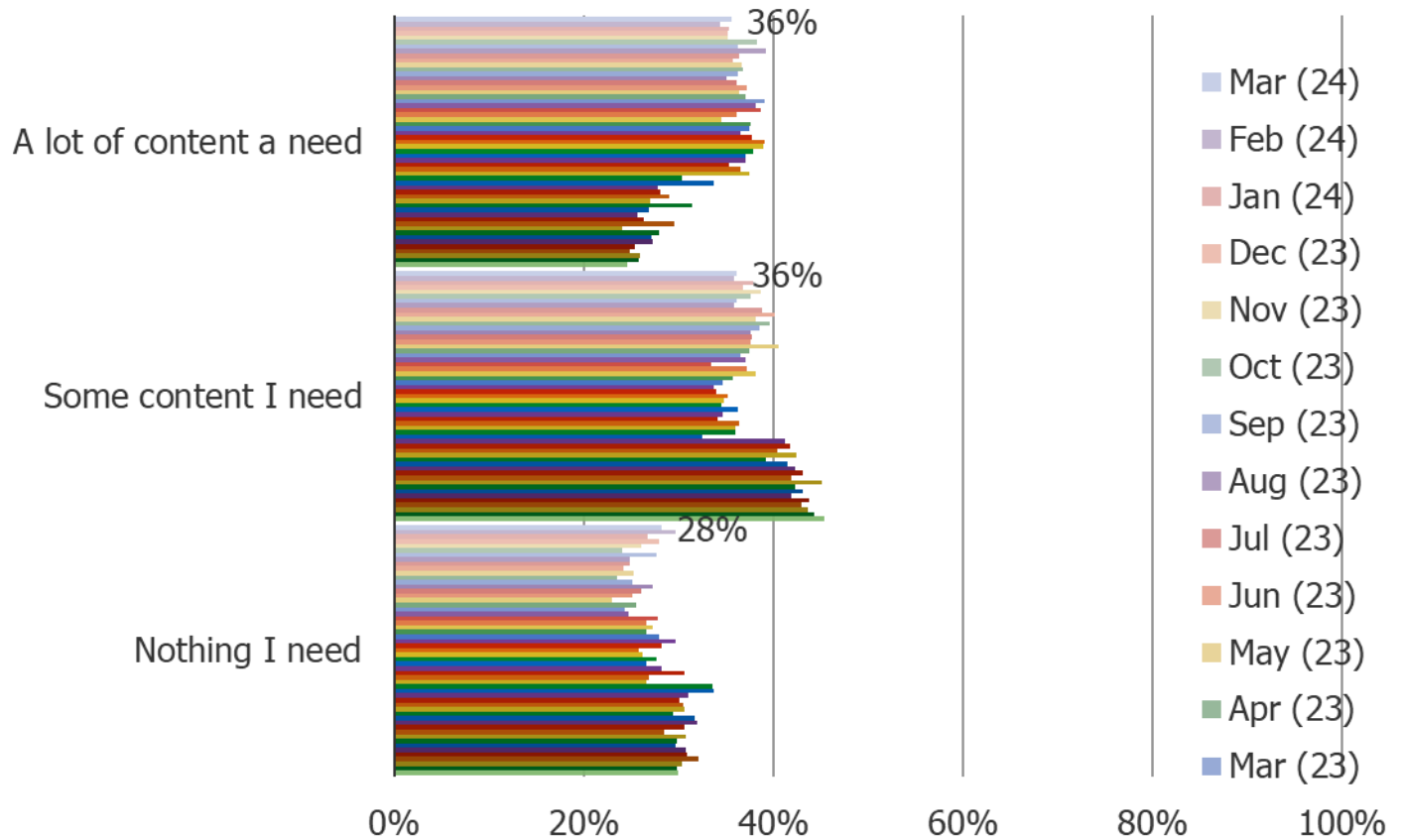
Apple TV+



WHAT ARE YOUR EXPECTATIONS FOR THE CONTENT THAT WILL BE ON EACH OF THESE PLATFORMS GOING FORWARD?

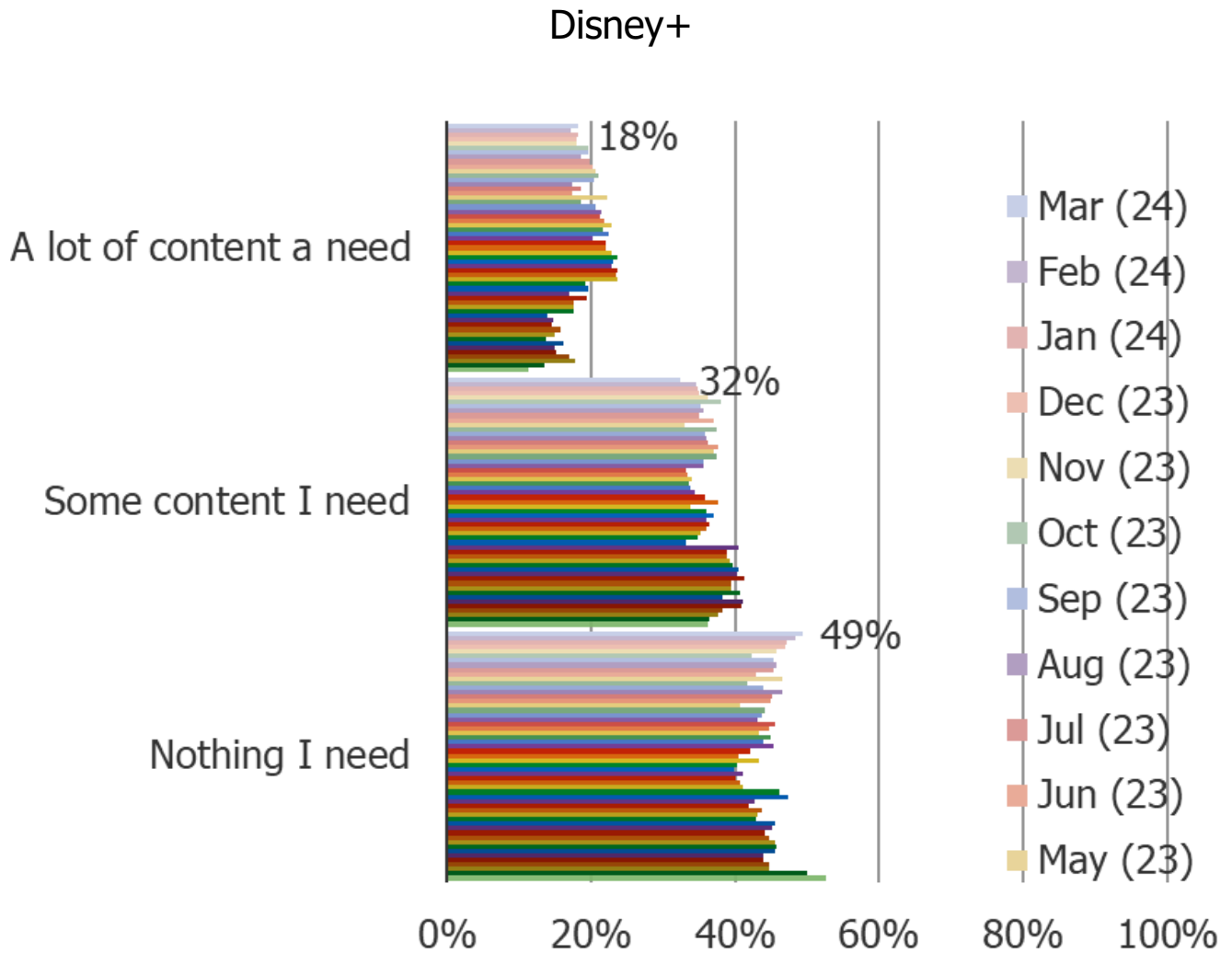
Posed to all respondents.

Netflix



WHAT ARE YOUR EXPECTATIONS FOR THE CONTENT THAT WILL BE ON EACH OF THESE PLATFORMS GOING FORWARD?

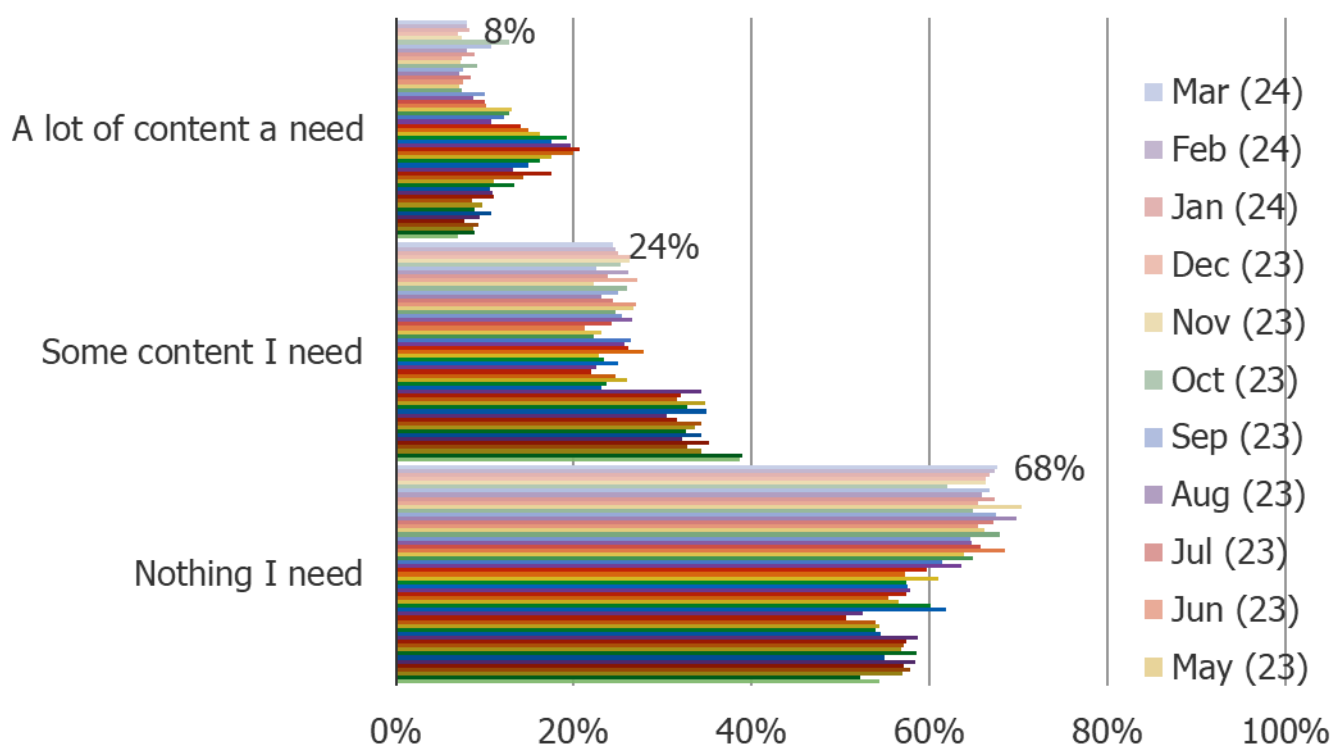
Posed to all respondents.



WHAT ARE YOUR EXPECTATIONS FOR THE CONTENT THAT WILL BE ON EACH OF THESE PLATFORMS GOING FORWARD?

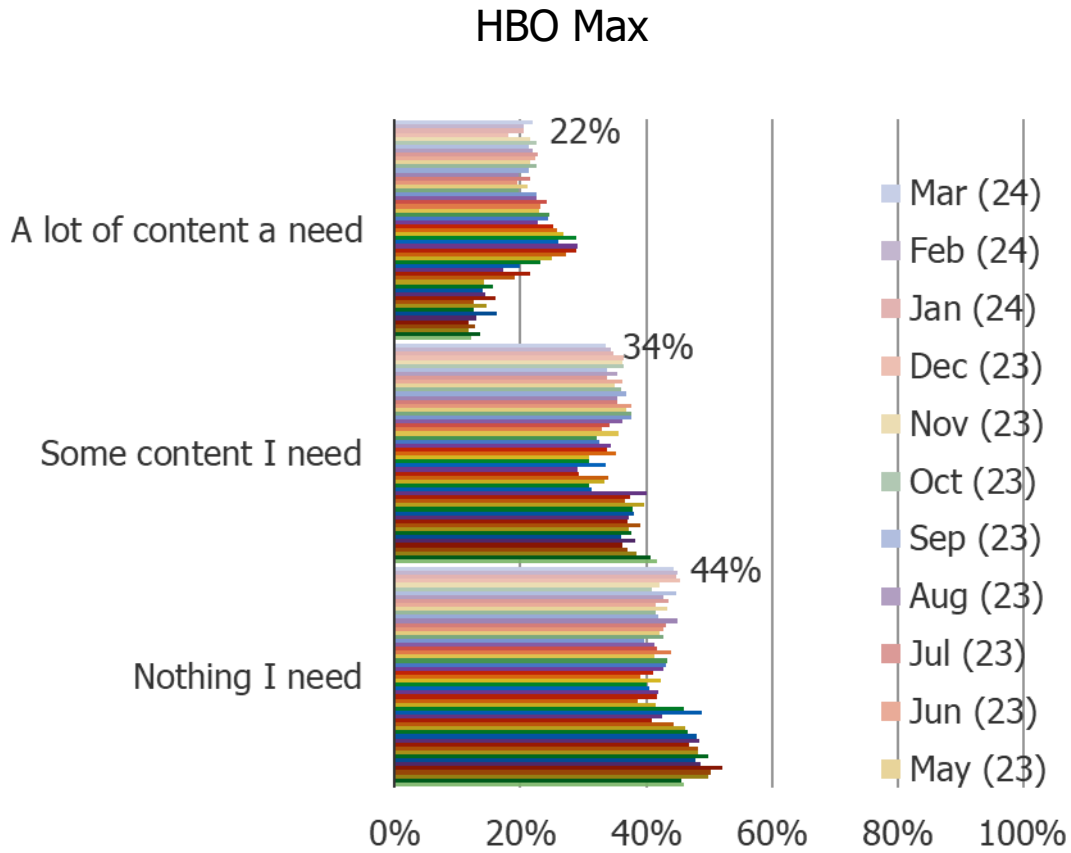
Posed to all respondents.

Apple TV+



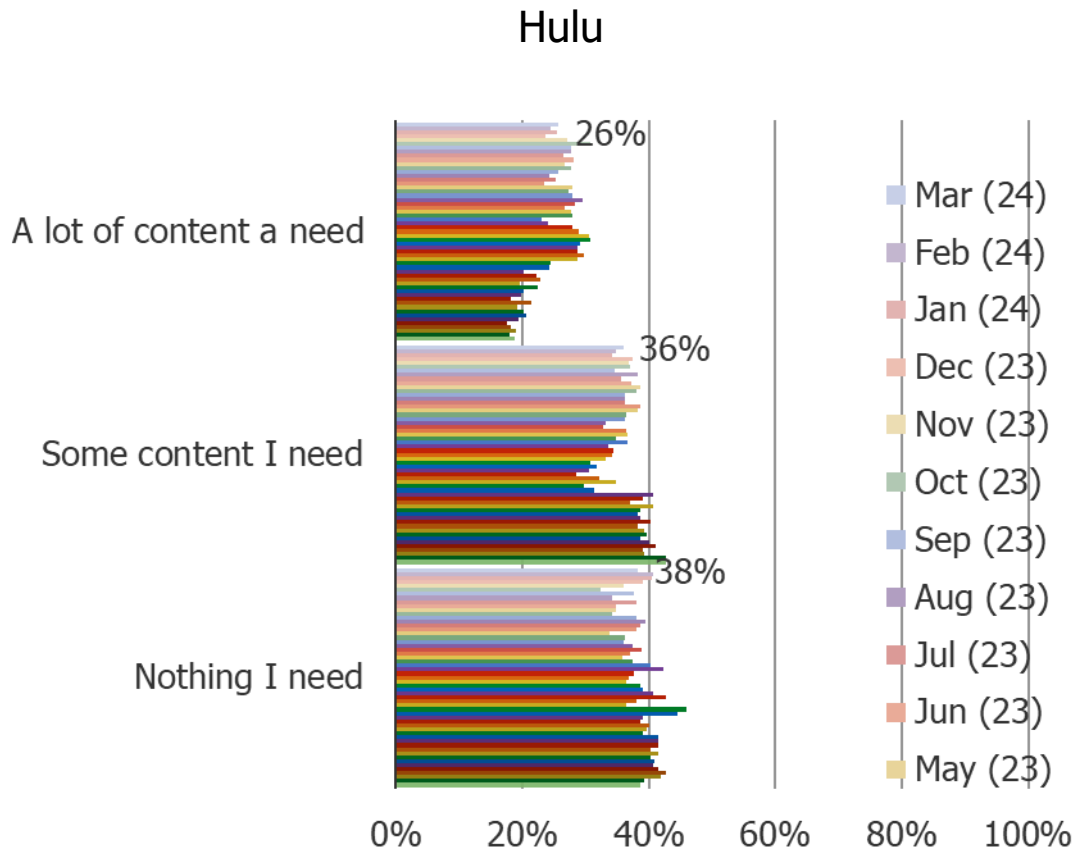
WHAT ARE YOUR EXPECTATIONS FOR THE CONTENT THAT WILL BE ON EACH OF THESE PLATFORMS GOING FORWARD?

Posed to all respondents.



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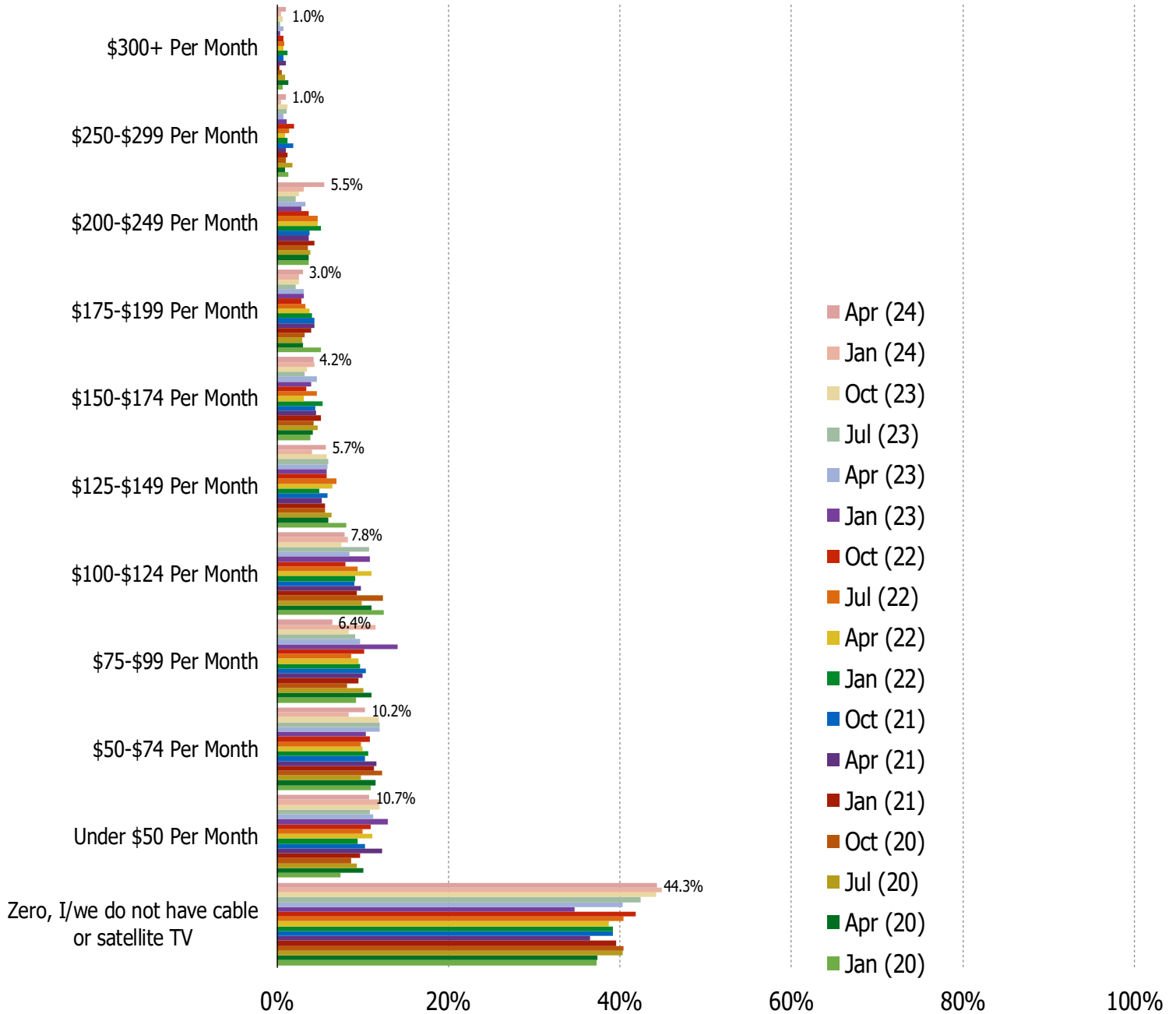
Posed to all respondents.



SPEND ON CONTENT

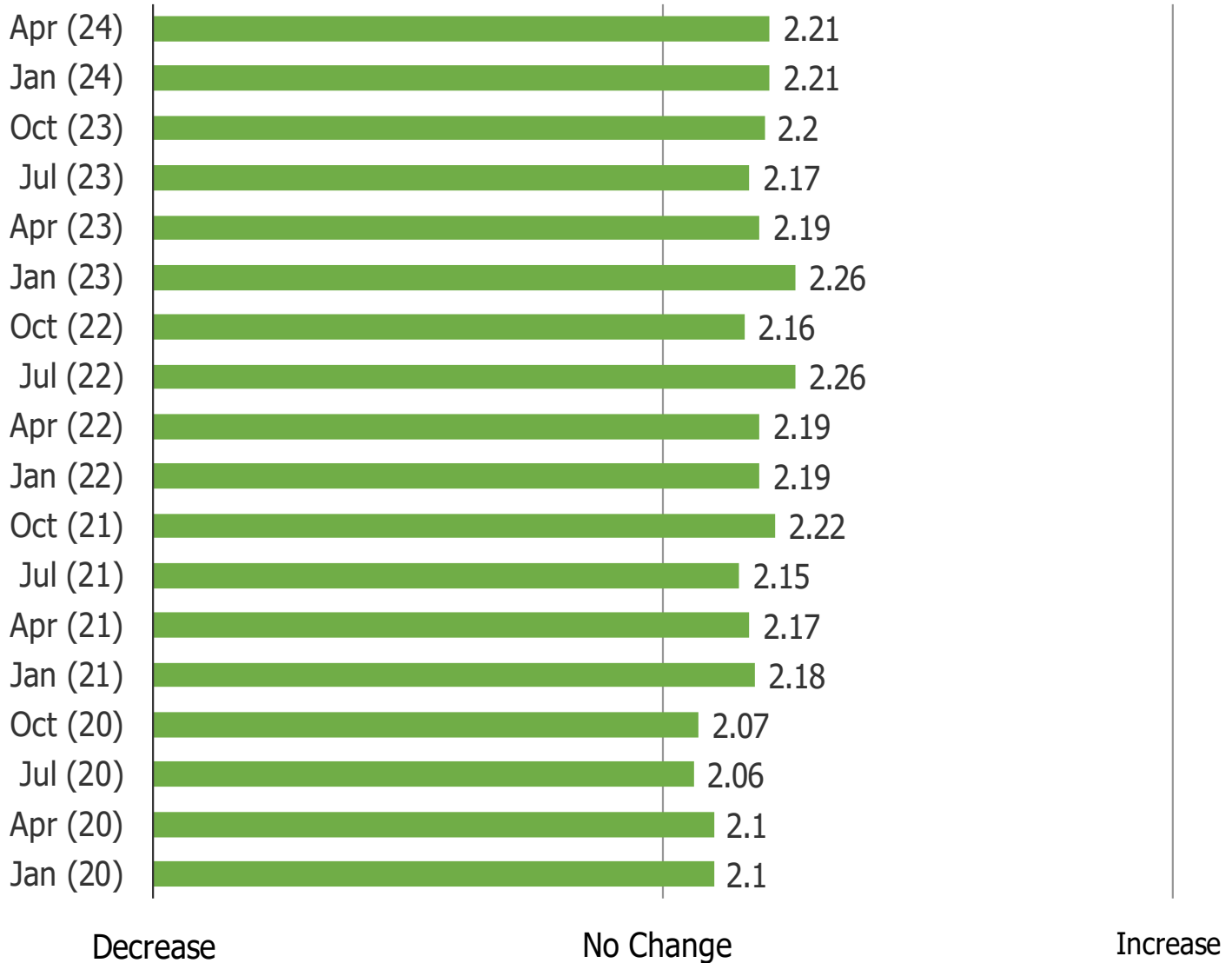
APPROXIMATELY HOW MUCH DO YOU SPEND ON CABLE/SATELLITE TV SERVICES PER MONTH?

Posed to respondents who watch video content at home.



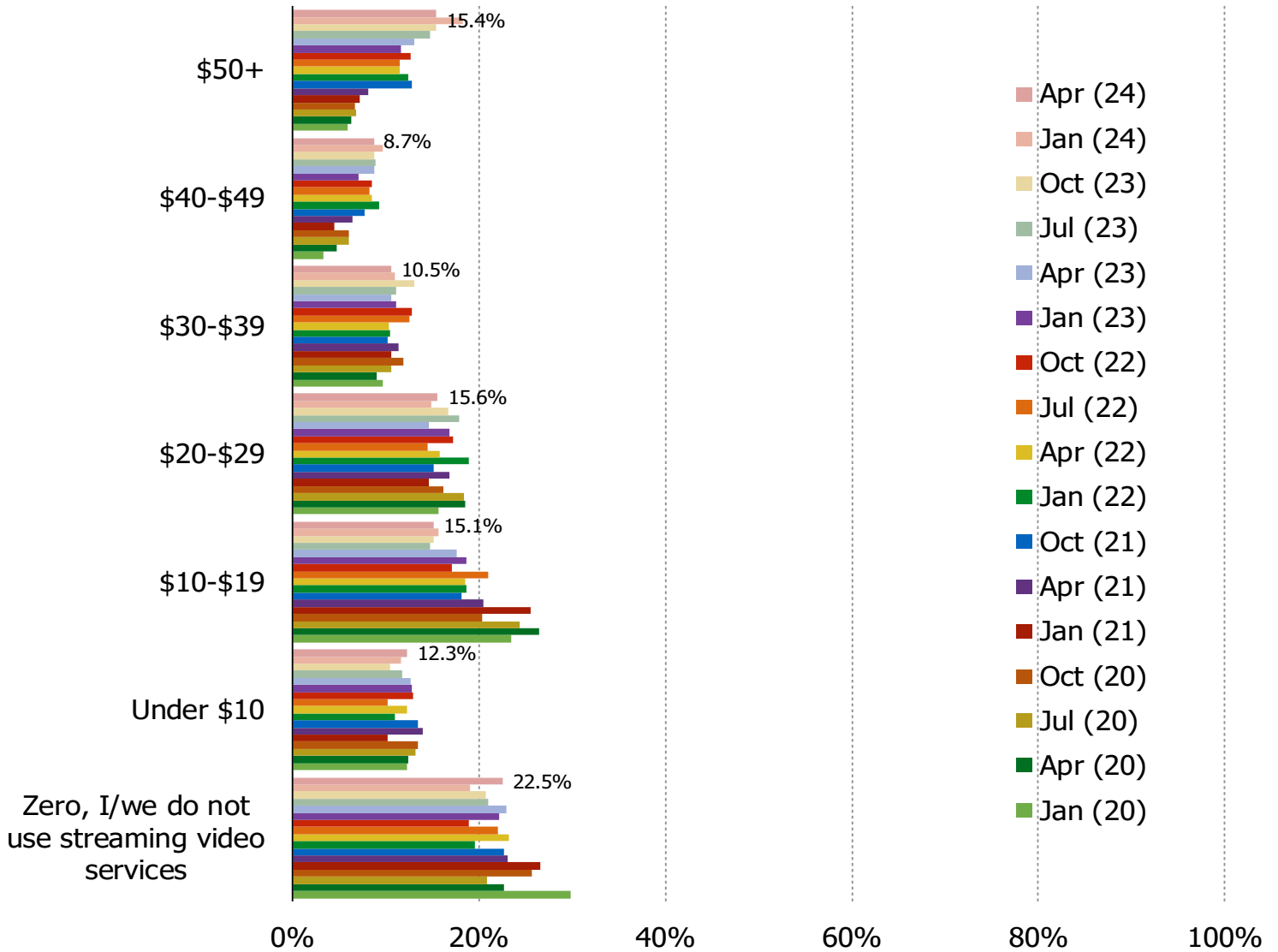
IN THE NEXT YEAR, DO YOU EXPECT THE AMOUNT YOU PAY PER MONTH FOR CABLE OR SATELLITE TV TO CHANGE IN ANY WAY?

Posed to respondents who currently pay for cable or satellite tv.



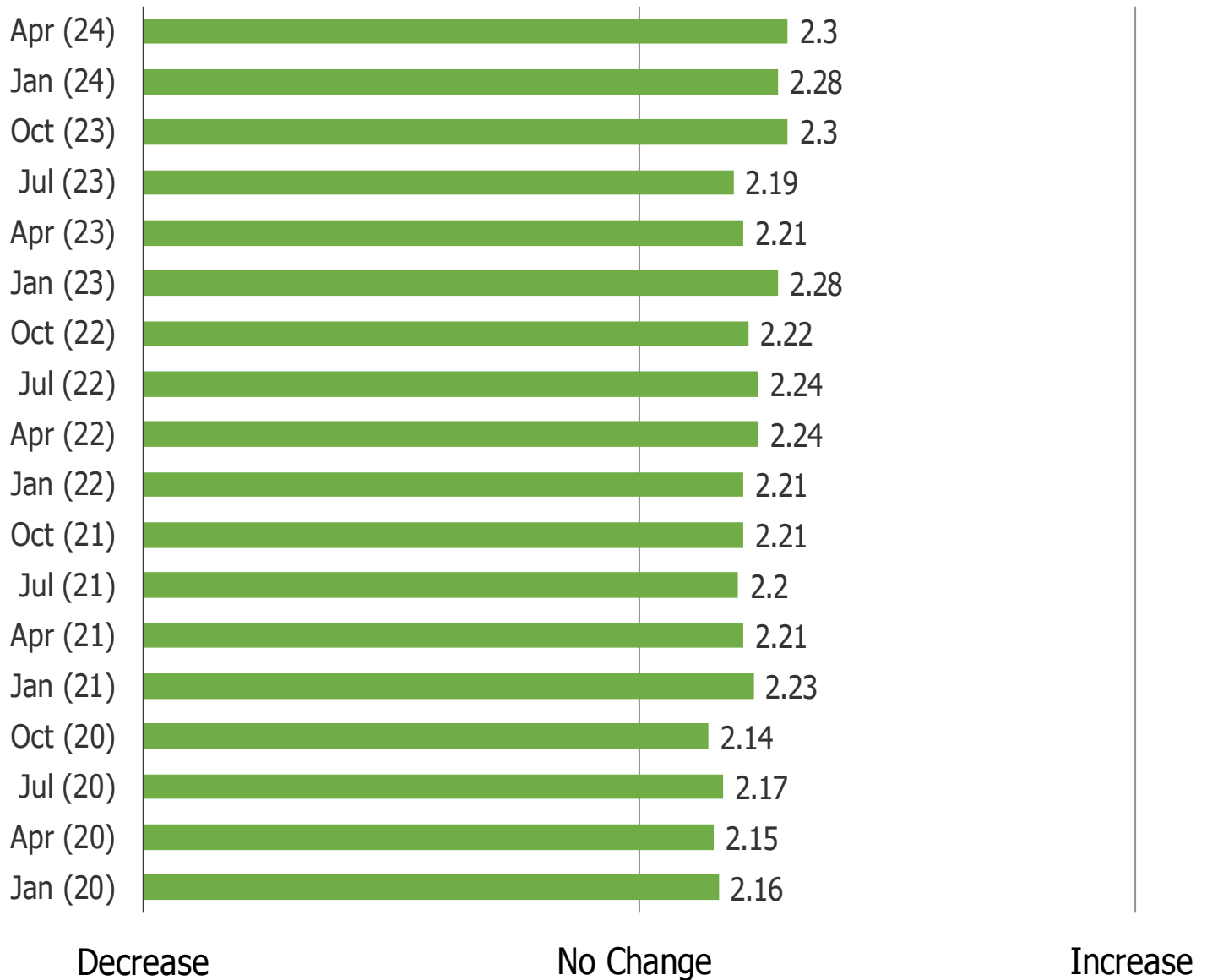
APPROXIMATELY HOW MUCH DO YOU SPEND ON STREAMING VIDEO SERVICES PER MONTH?

Posed to respondents who watch video content at home.



IN THE NEXT YEAR, DO YOU EXPECT THE AMOUNT YOU PAY PER MONTH FOR STREAMING VIDEO SERVICES TO CHANGE IN ANY WAY?

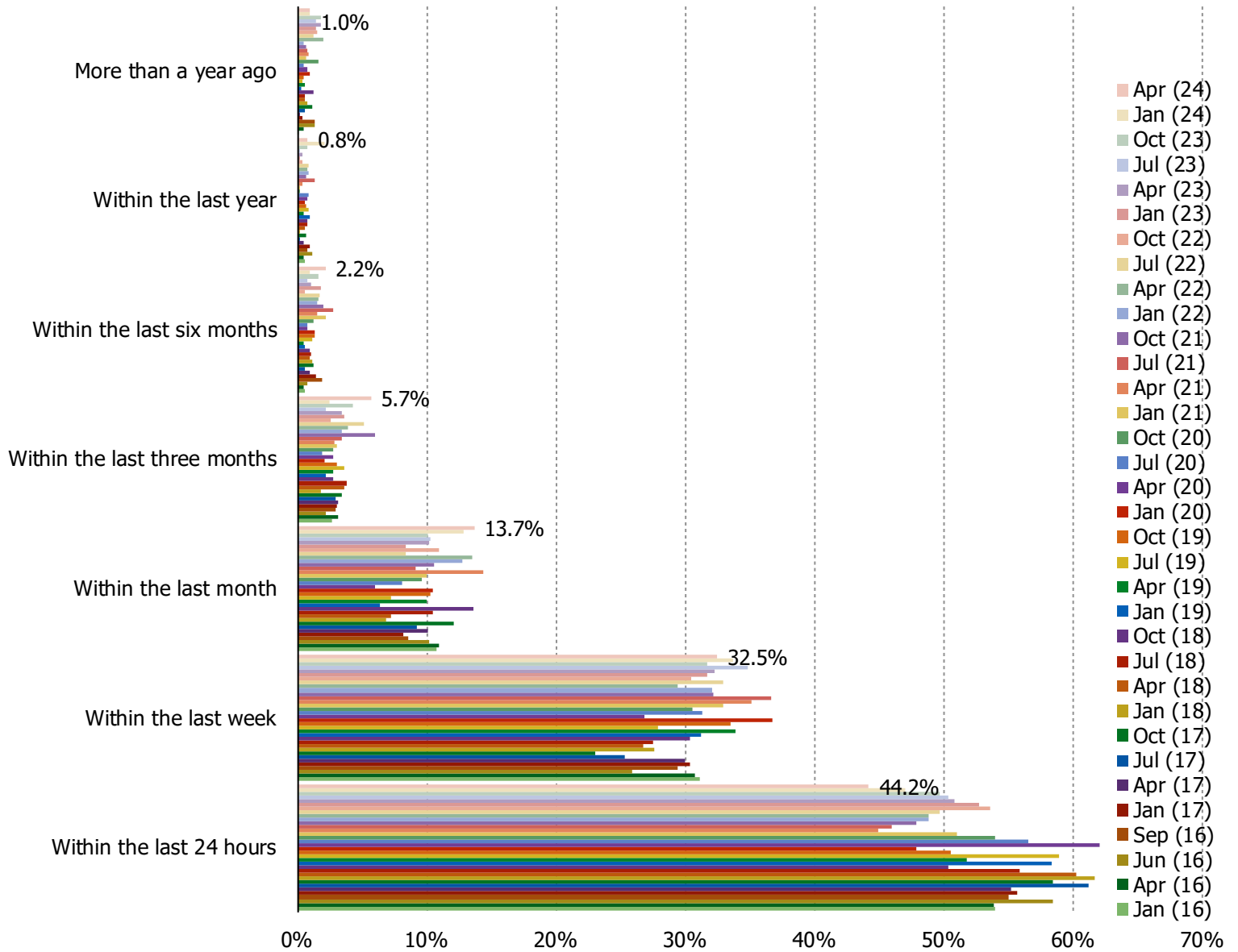
Posed to respondents who currently pay for cable or satellite tv.



NETFLIX SUBSCRIBER ENGAGEMENT

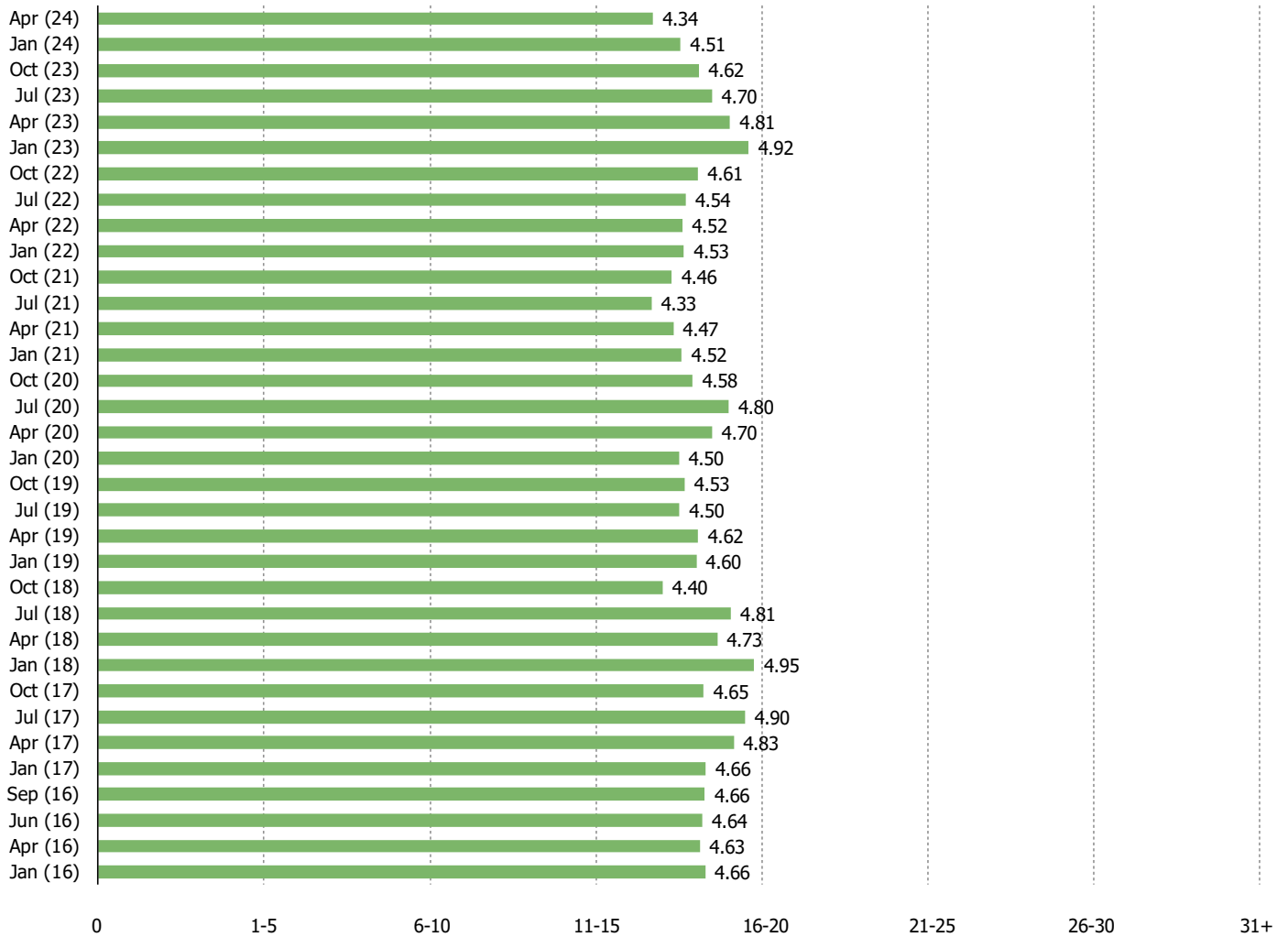
WHEN IS THE LAST TIME YOU WATCHED SOMETHING ON NETFLIX?

Posed to Netflix subscribers.



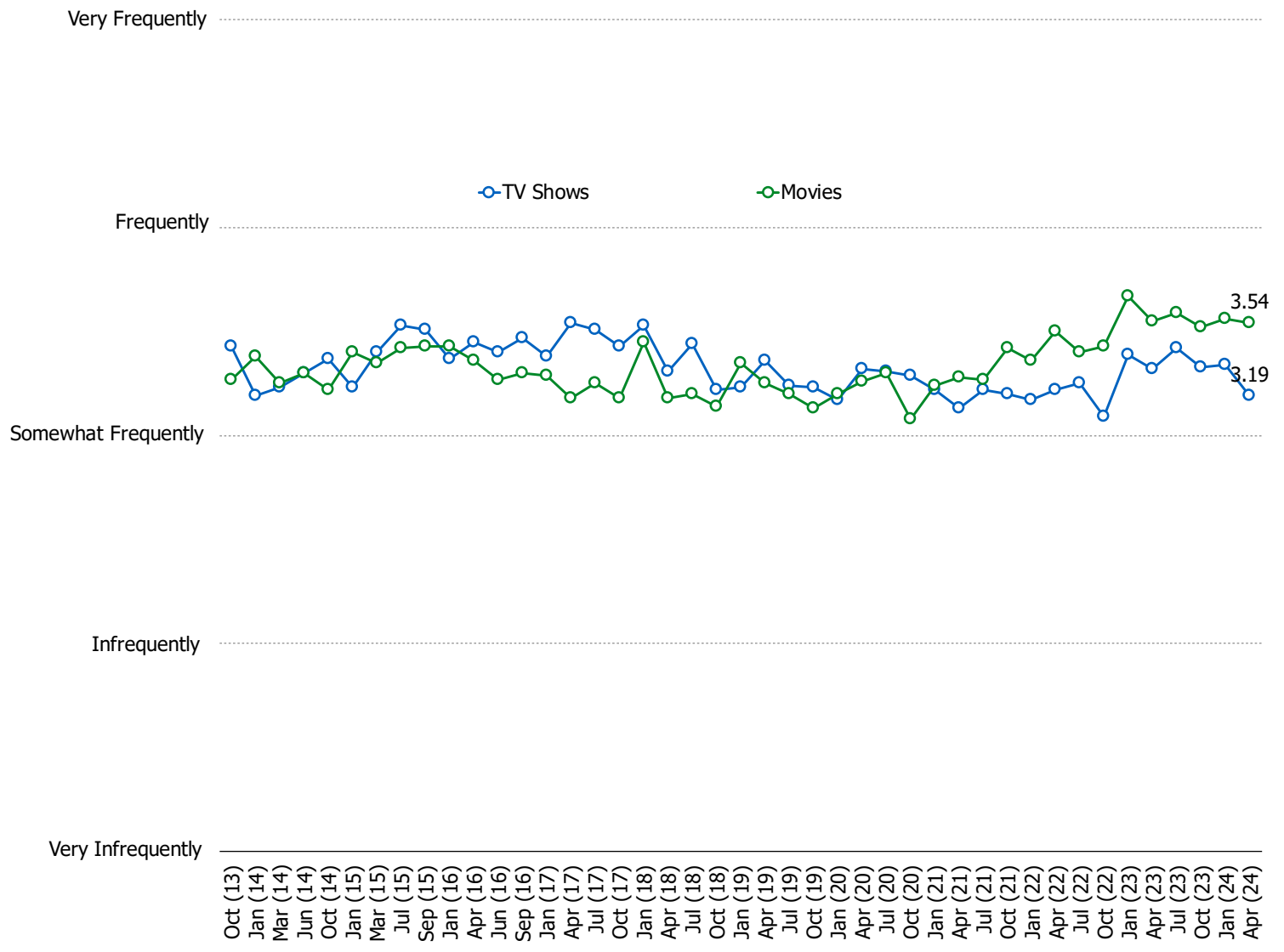
IN AN AVERAGE MONTH, HOW MANY HOURS OF NETFLIX DO YOU WATCH?

Posed to Netflix subscribers.



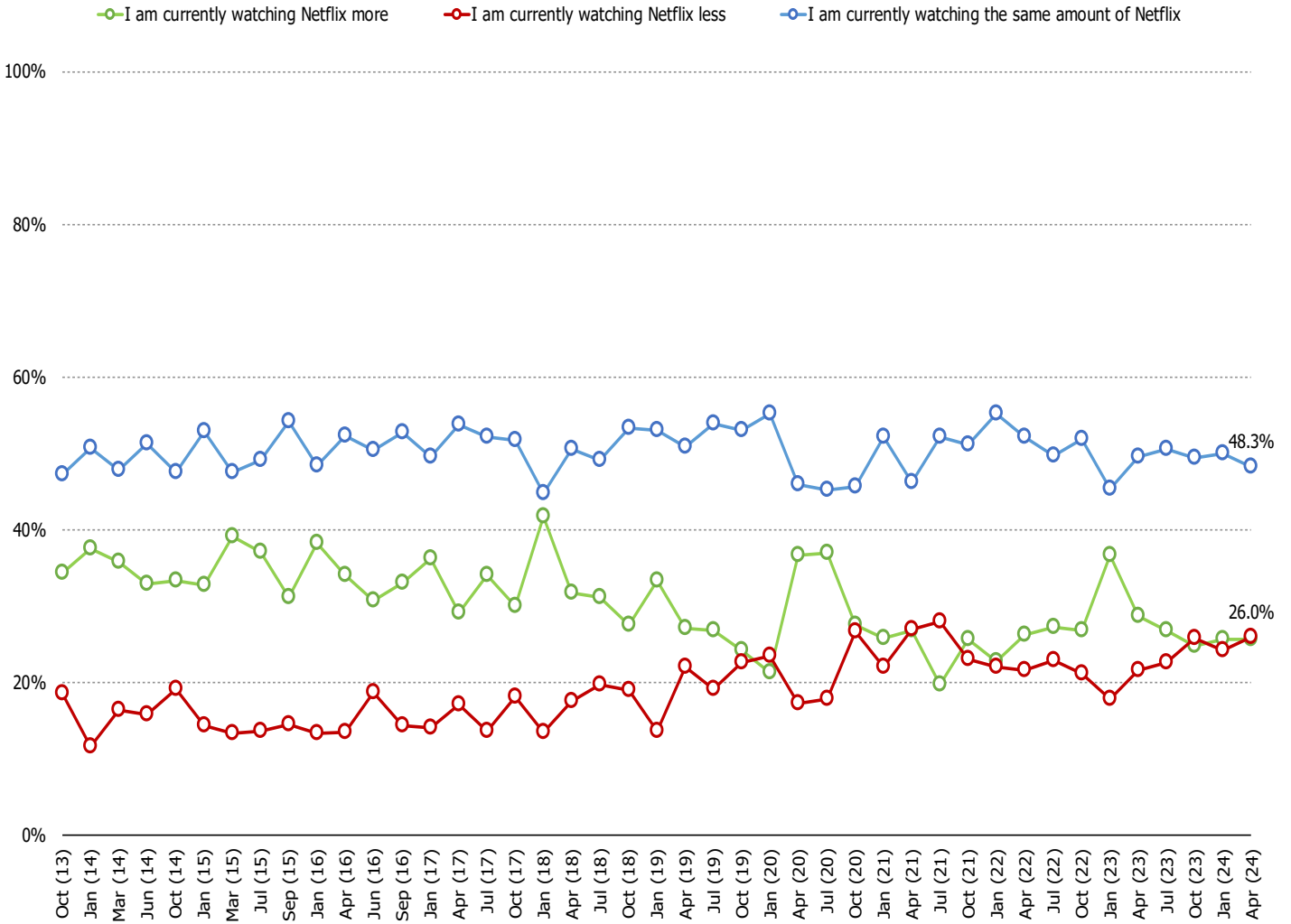
FREQUENCY OF WATCHING TV SHOWS AND MOVIES

Posed to Netflix subscribers.



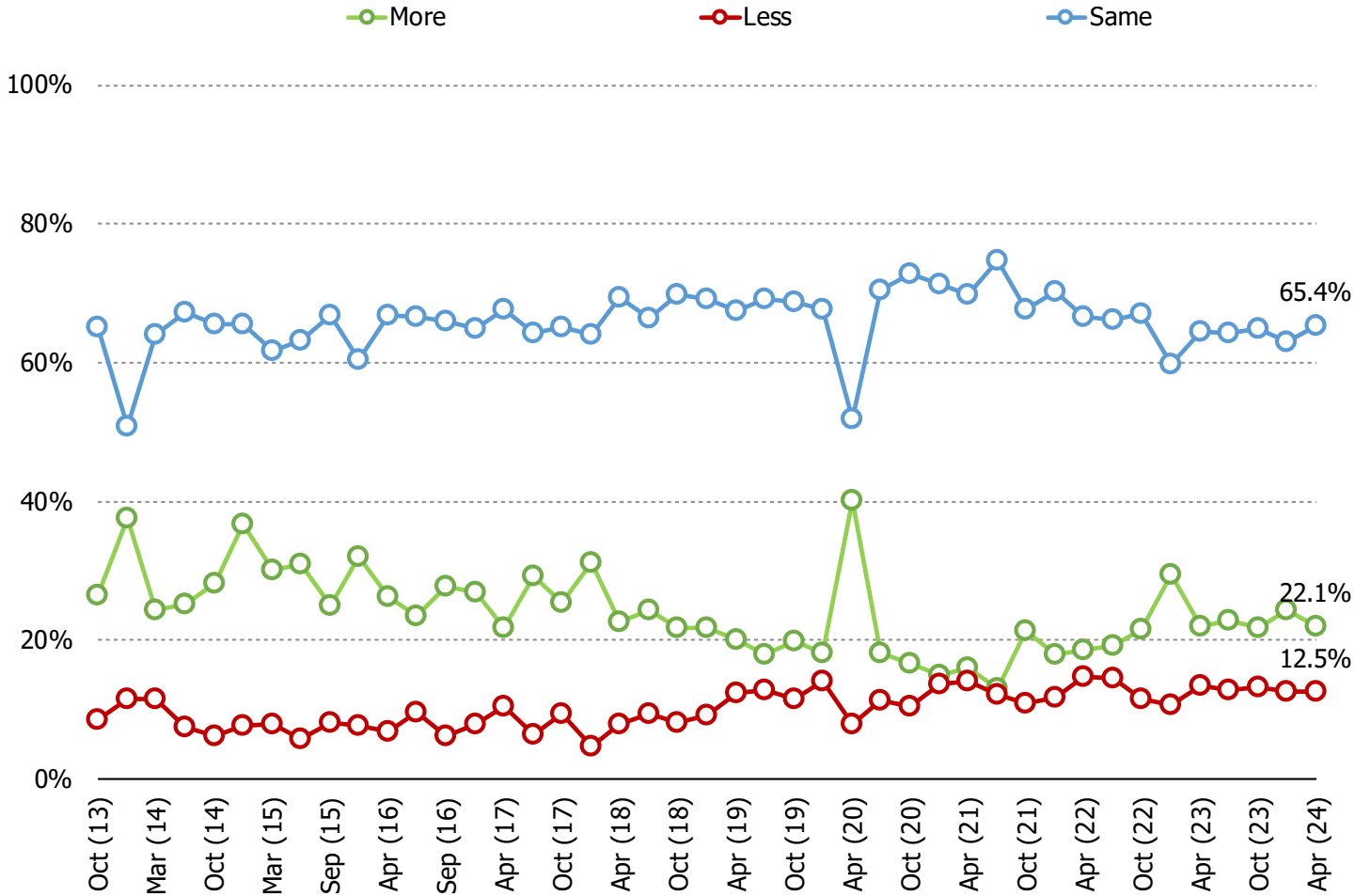
PLEASE COMPARE YOUR CURRENT USAGE OF NETFLIX WITH YOUR USAGE 3-6 MONTHS AGO.

Posed to Netflix subscribers.



DO YOU EXPECT TO USE NETFLIX MORE OR LESS OVER THE NEXT FEW MONTHS?

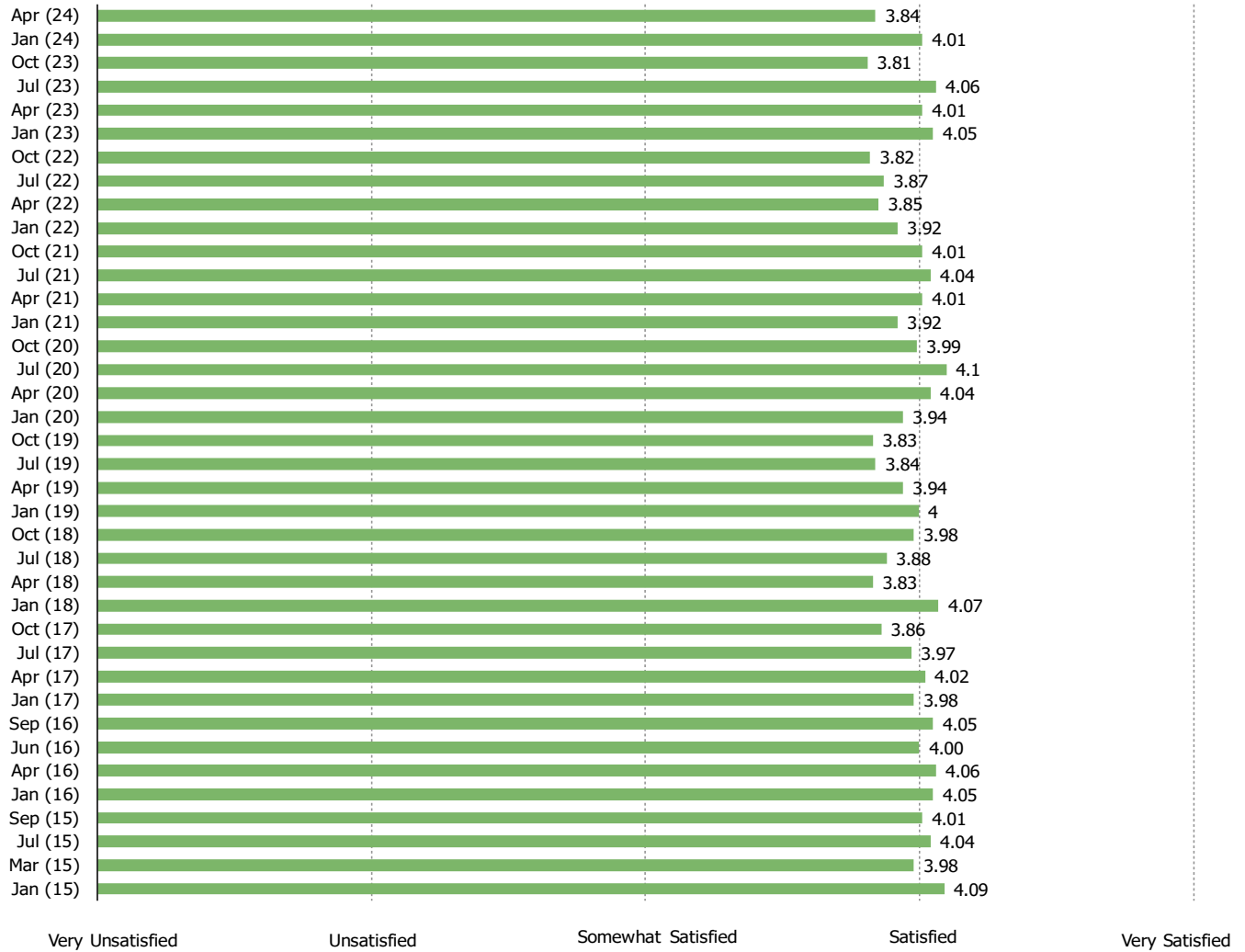
Posed to Netflix subscribers.



NETFLIX PRICING POWER

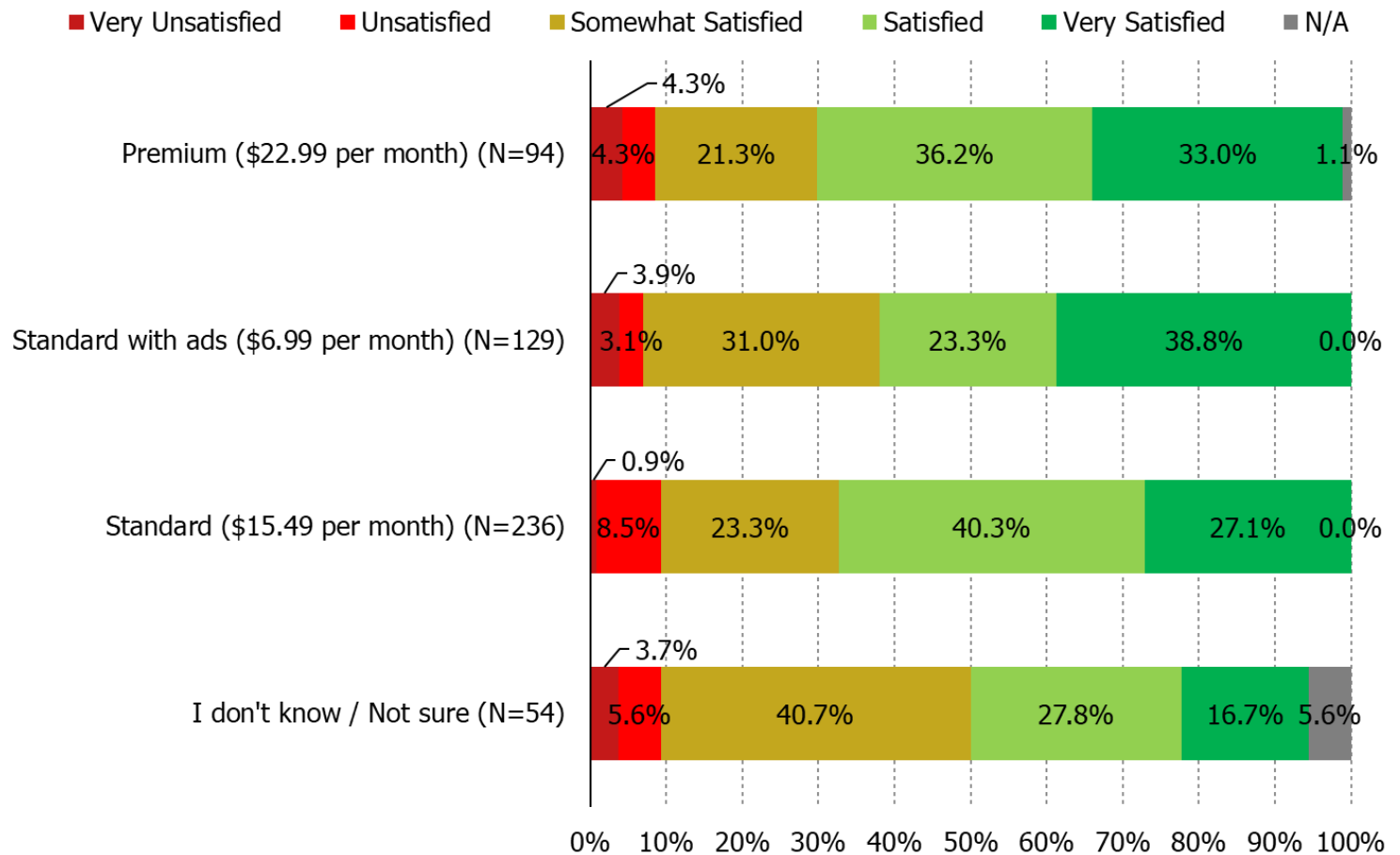
SATISFACTION WITH THE VALUE THEY RECEIVE FOR THE MONEY WITH NETFLIX

Posed to Netflix subscribers.



SATISFACTION WITH THE VALUE THEY RECEIVE FOR THE MONEY WITH NETFLIX

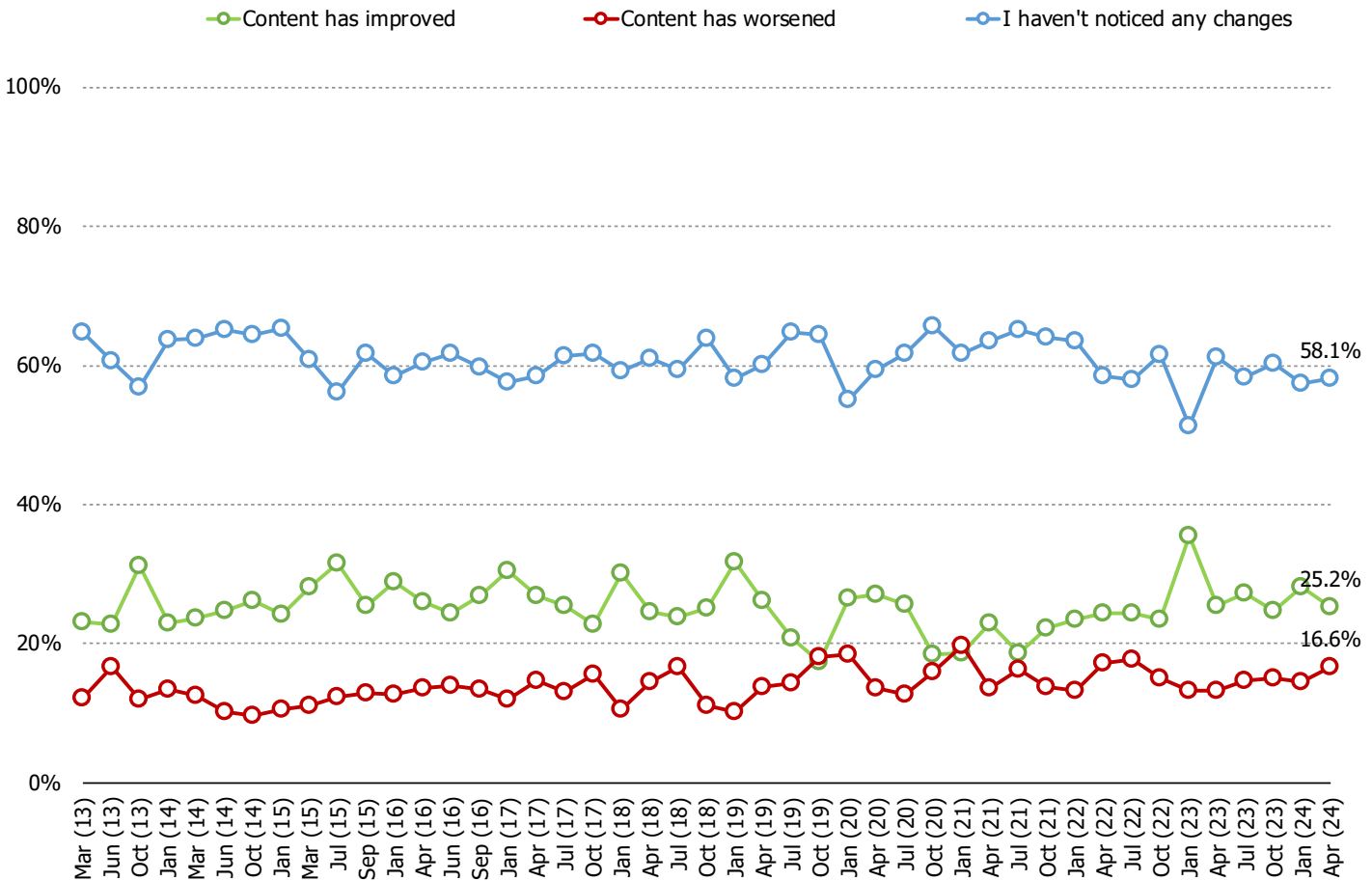
Posed to Netflix subscribers, cross-tabbed by plan...



NETFLIX CONTENT

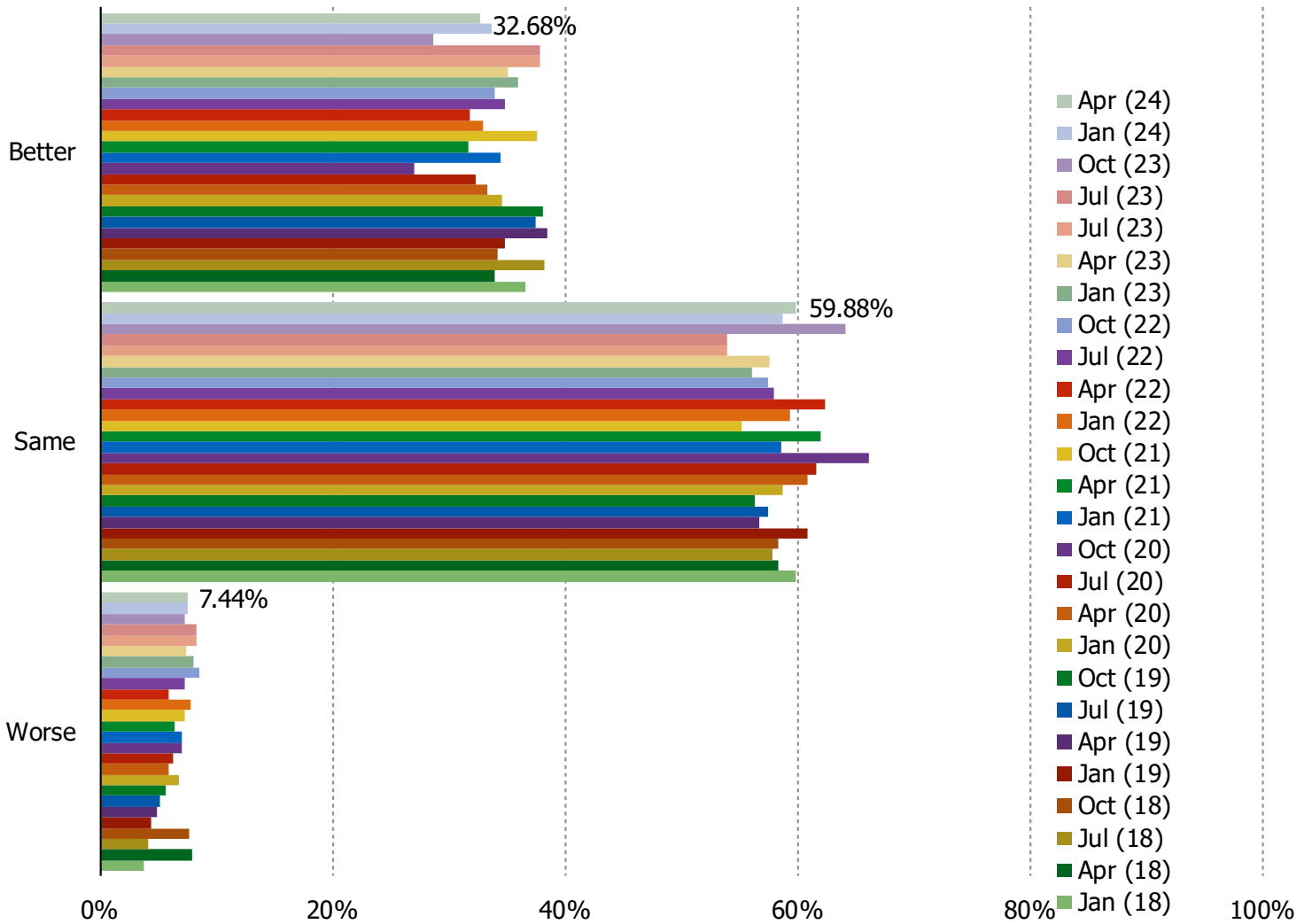
HAVE YOU NOTICED ANY CHANGES TO NETFLIX'S CONTENT OVER THE LAST SIX MONTHS?

Posed to Netflix subscribers.



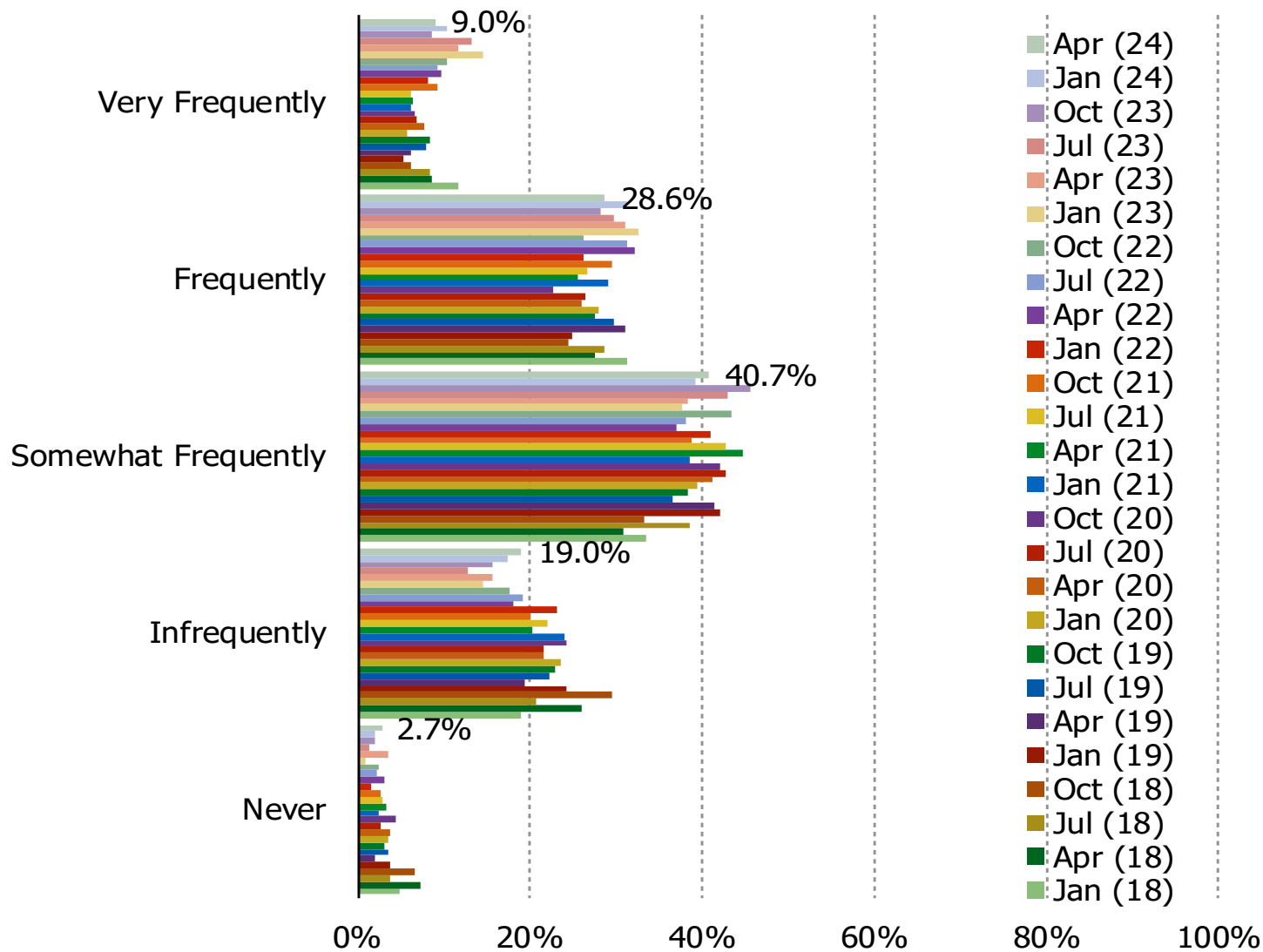
HOW DO YOU COMPARE NETFLIX ORIGINAL CONTENT SHOWS AGAINST SHOWS YOU VIEW ON OTHER NETWORKS OR SERVICES?

Posed to Netflix subscribers.



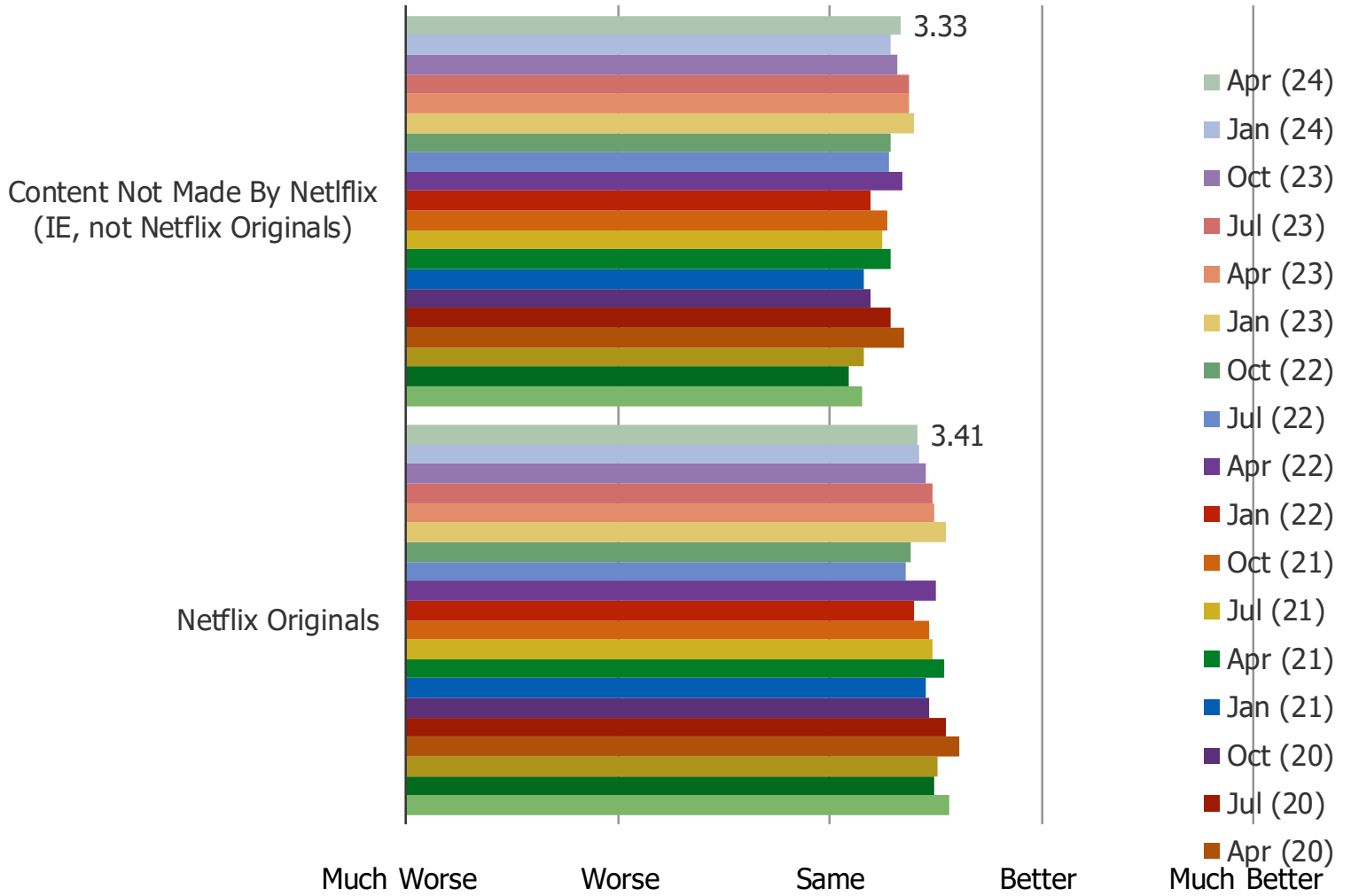
HOW OFTEN DO YOU WATCH NETFLIX ORIGINAL CONTENT SHOWS?

Posed to Netflix subscribers.



ONE YEAR FROM NOW, DO YOU EXPECT THE CONTENT AVAILABLE ON NETFLIX TO BE BETTER OR WORSE THAN IT IS TODAY?

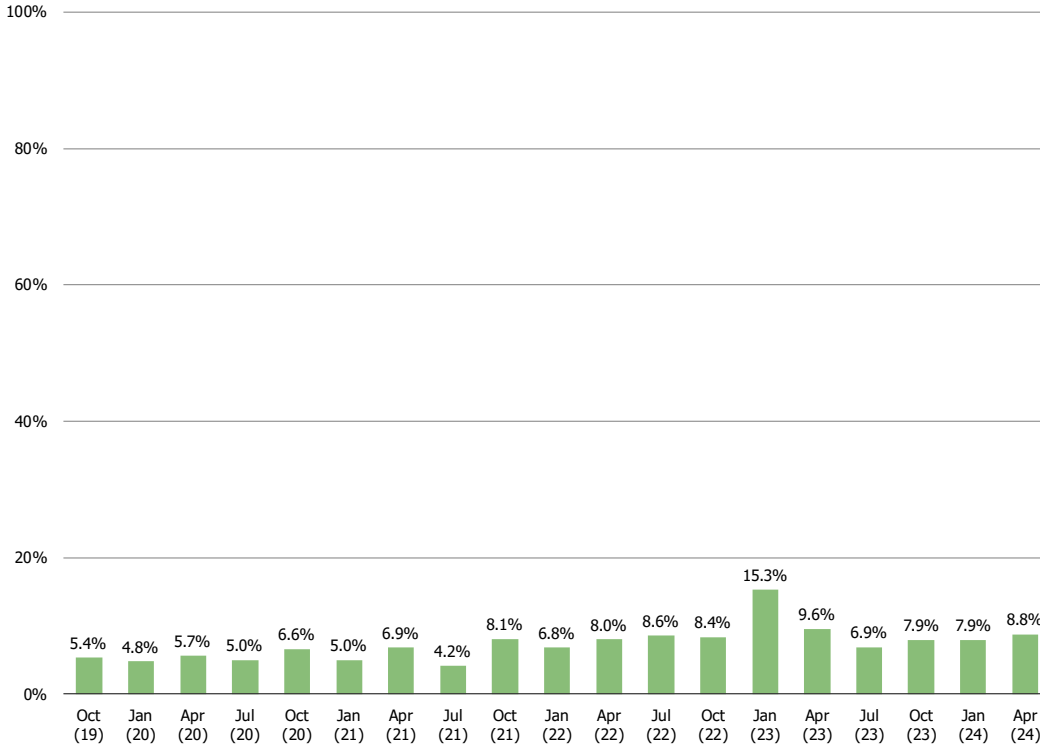
Posed to Netflix subscribers.



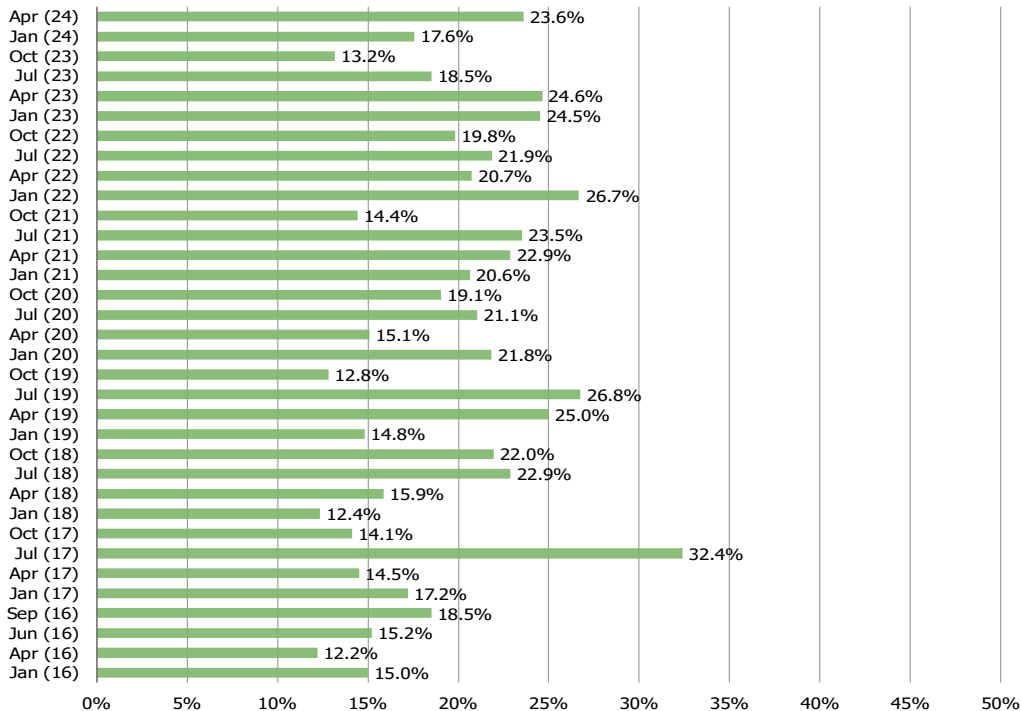
CYCLING IN AND OUT OF NETFLIX

DO YOU SIGN UP FOR NETFLIX FOR A PERIOD OF TIME AND THEN CANCEL, OR DO YOU CONSISTENTLY REMAIN A SUBSCRIBER?

Posed to respondents who said they are Netflix subscribers.



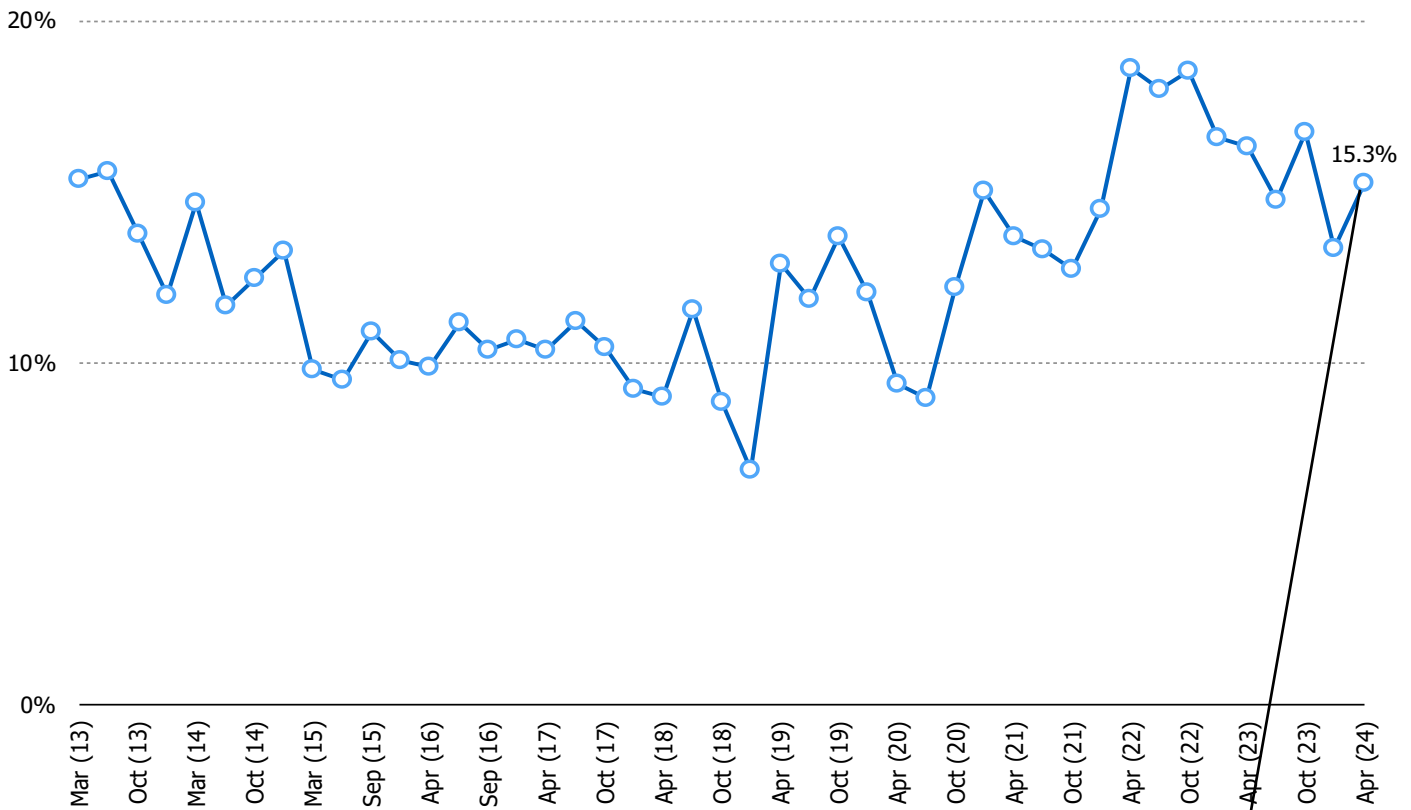
Posed to respondents who are not current Netflix subscribers but have been in the past.



NFLX CHURN

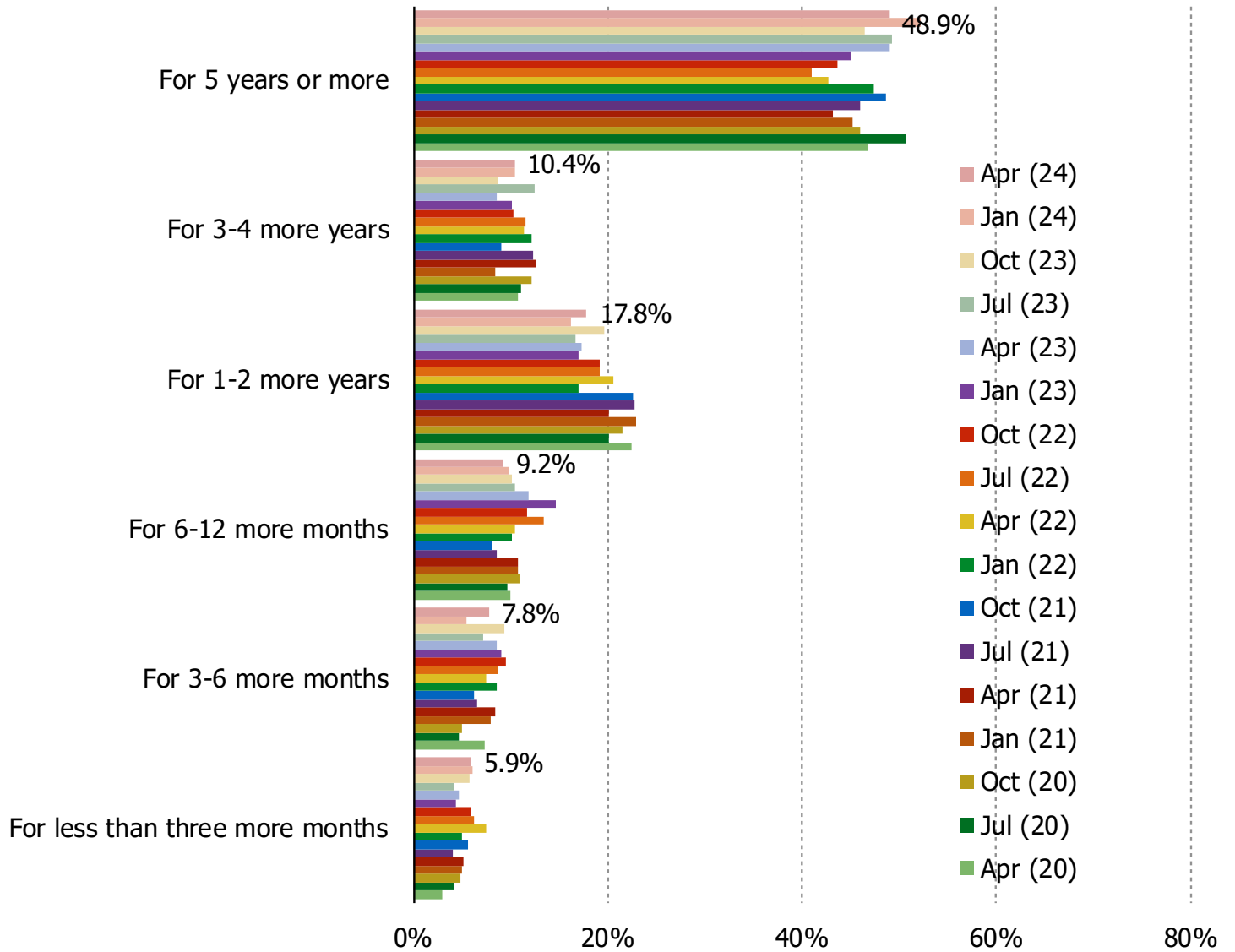
ARE YOU CONSIDERING CANCELLING YOUR NETFLIX SUBSCRIPTION?

Posed to Netflix subscribers.



FOR HOW MUCH LONGER DO YOU EXPECT TO BE A NETFLIX SUBSCRIBER?

Posed to Netflix subscribers



FORMER NETFLIX SUBSCRIBERS – WHY DID YOU CANCEL?

Posed to former Netflix subscribers.

